

FEATURE FILMS MAGAZINE

NO.2



*Presents*  
**BING CROSBY**

10¢

IN FRANK CAPRA'S  
PRODUCTION

**RIDING  
HIGH**

A PARAMOUNT PICTURE





# A fistful of easy picture taking

## The Brownie Hawkeye Camera

HAS NEW SMOOTH STYLING -  
2-PIECE, TAKE-APART CASE  
MAKES IT A CINCH TO  
LOAD AND UNLOAD

SHOWS YOU JUST WHAT YOU'LL GET  
IN A SHARP, CLEAR OVERSIZE  
VIEW FINDER

TAKES 12 BLACK-AND-WHITE  
PICTURES ON KODAK 620 FILM -  
9 ON KODACOLOR FILM

SNAPS WITH JUST  
A SQUEEZE -  
SHUTTER TRIGGER  
IS STREAMLINED  
INTO THE CASE



MAKES FLASH SHOTS AT  
NIGHT, TOO - SET IT FOR "B"  
AND USE THE KODAK  
PHOTO FLASHER

COSTS SO LITTLE  
IT'S EASY TO OWN

See this Brownie Hawkeye Camera at your Kodak dealer's. It's a sweetheart—today's latest aim-and-shoot camera. You can have it for only \$5.50. Kodak Photo Flasher, \$1.55.

**FREE BOOK!** Brand-new! All about picture taking and written just for you. Tells how to get slick day, night, indoors or out. Write John Van Alder, Room 801, Eastman Kodak Company, Rochester 4, N. Y.

PRICES INCLUDE FEDERAL TAX

**Kodak**  
TRADE MARK



PARAMOUNT PRESENTS

FRANK CAPRA'S PRODUCTION

# RIDING HIGH

*Starring*  
**BING  
CROSBY**



**COLEEN GRAY**  
*as ALICE HIGGINS*  
THE TOMBOY KID  
WHOSE SYMPATHETIC  
UNDERSTANDING  
AND DEVOTION TO  
DAN AND HIS HORSE  
MEANT ONLY ONE  
THING-- *Love!*



*as*  
**DAN BROOKS**

HIS LOVE FOR A  
HORSE ALMOST  
LOSES FOR HIM  
THE CHANCE FOR  
HAPPINESS!



**CHARLES BICKFORD**  
*as J. L. HIGGINS*  
THE TOWERING  
TYCOON WHO  
RUNS THE LIVES  
OF HIS FAMILY ON  
A BIG BUSINESS  
BASIS!



**FRANCES GIFFORD**  
*as MARGARET  
HIGGINS...*

A BEAUTIFUL  
GIRL WHO ALLOWS  
MONEY AND  
POWER TO RULE  
HER EMOTIONS!



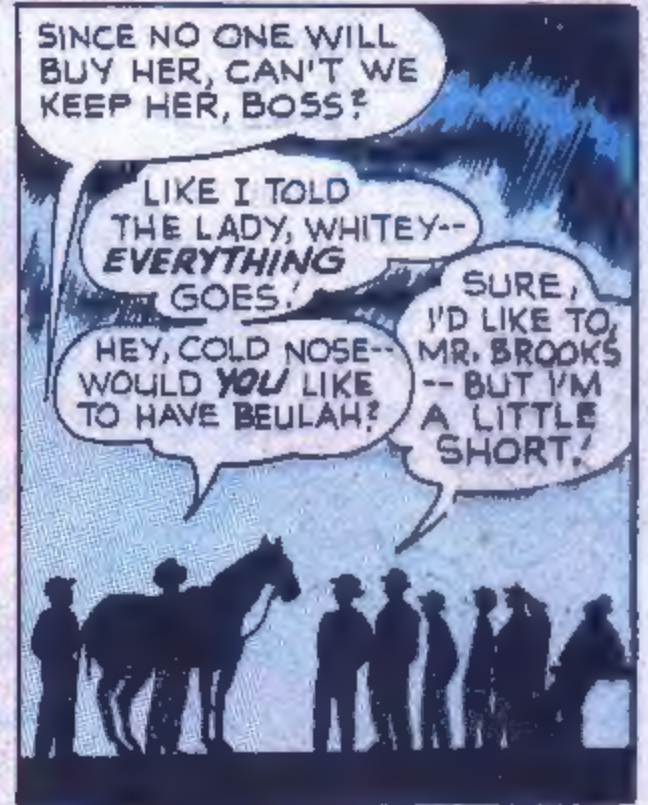
# BING CROSBY *in* "RIDING HIGH"







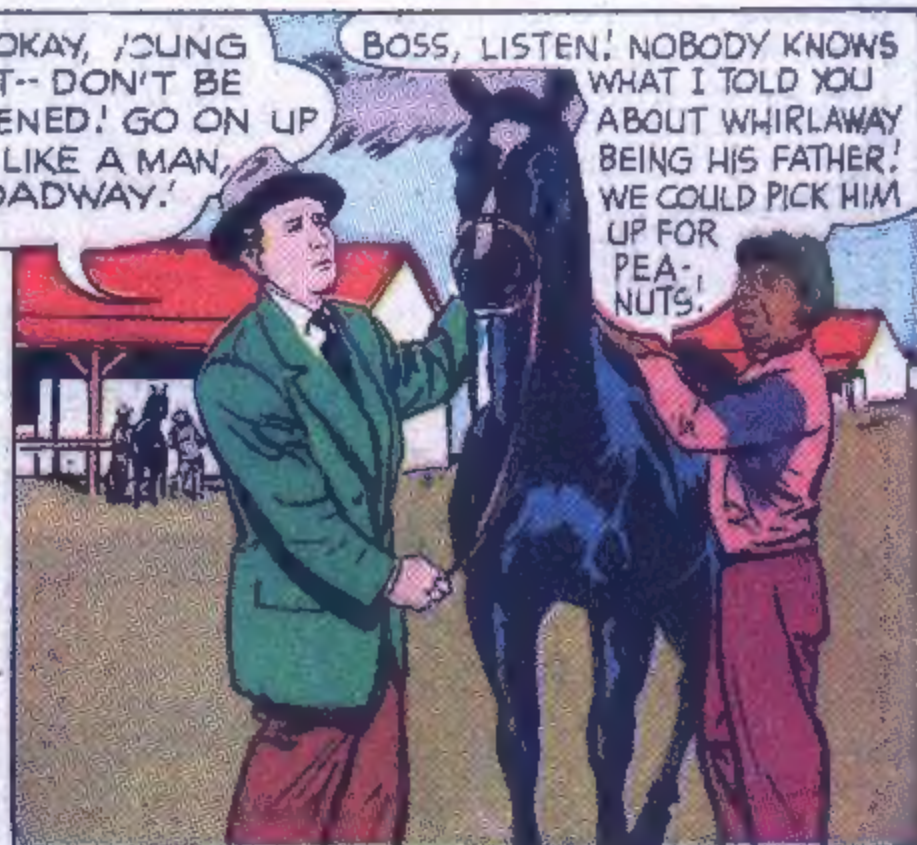
# FEATURE FILMS















--THE FAMILY WILL HAVE PLENTY OF TIME TO LOOK HIM OVER! AND PLEASE STOP REFERRING TO HIM AS MY THIRD **VICTIM**! I'VE GOT TO HANG UP NOW, FATHER--GOOD-BYE!



DAN... IF I THOUGHT FOR A MINUTE YOU WERE UNHAPPY ABOUT GIVING UP ALL THIS...

GIVING UP WHAT? BREEZING AROUND THE COUNTRY LIKE A HOBO--MOTHERING A BUNCH OF BANGTAILS? WHAT KIND OF A WAY IS THAT FOR A MAN TO KEEP HIS MIND OCCUPIED?



ARE WE LEAVING NOW, DAN?

IN JUST A MOMENT! I'VE GOT TO PICK UP THAT CHECK!



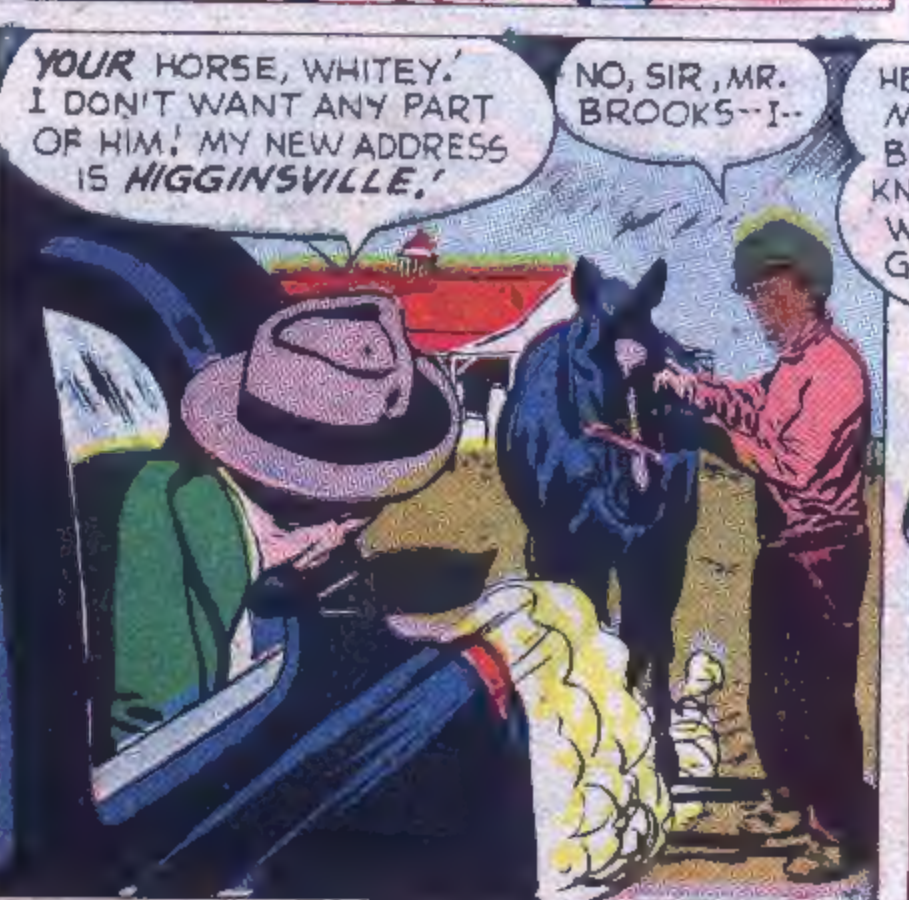
I WOULDN'T KNOW--I'VE NEVER MOTHERED A HORSE! BUT FATHER'S GOING TO KEEP YOUR MIND OCCUPIED, ALL RIGHT. REMEMBER, YOU'LL BE **GENERAL MANAGER** OF THE **PAPER BOX FACTORY** WHILE HE DECIDES WHETHER YOU FIT INTO THE **DYNASTY**! IT'S AN OLD HIGGINS CUSTOM!

I'D LIKE TO INTRODUCE YOU TO AN OLD **BROOKS** CUSTOM...



MR. BROOKS! MR. BROOKS!



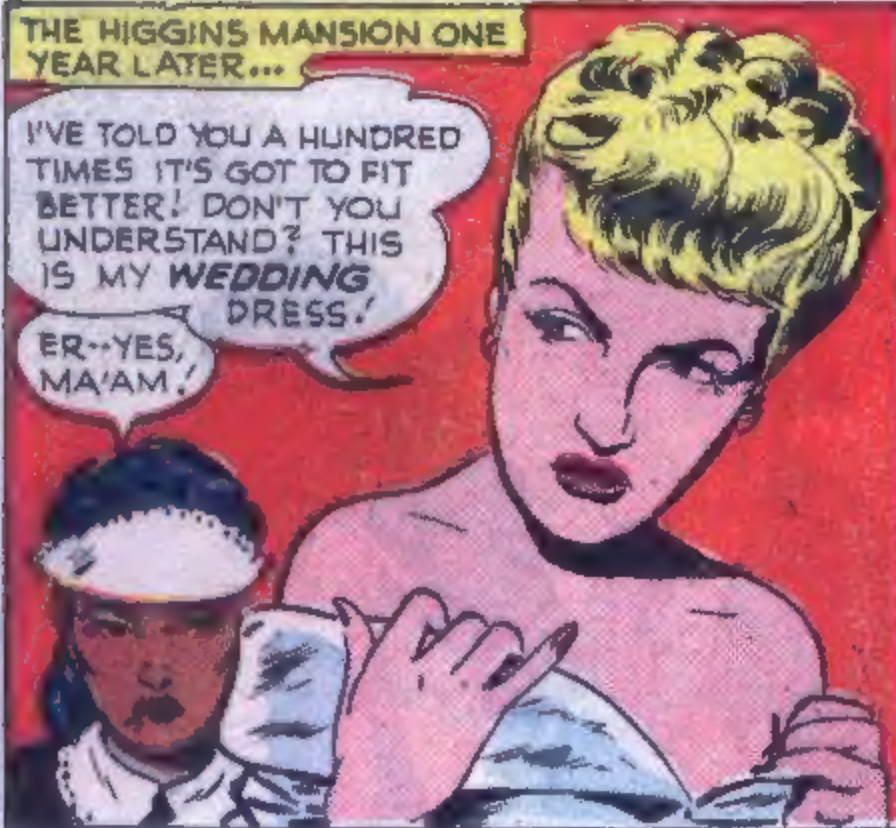




THE HIGGINS MANSION ONE YEAR LATER...

I'VE TOLD YOU A HUNDRED TIMES IT'S GOT TO FIT BETTER! DON'T YOU UNDERSTAND? THIS IS MY **WEDDING DRESS!**

ER--YES, MA'AM!



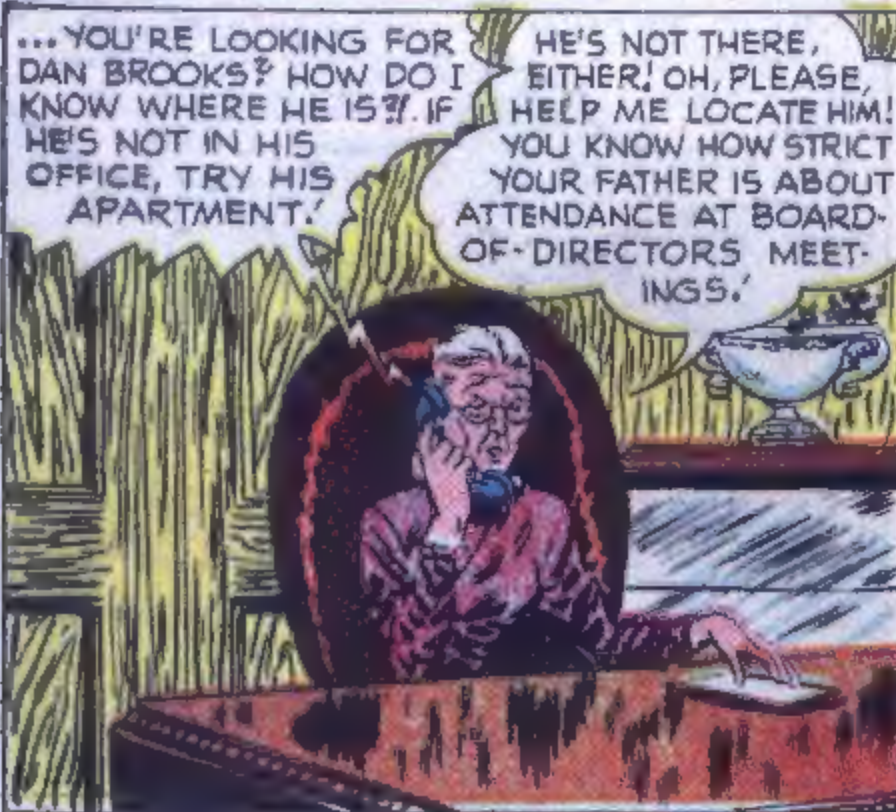
MISS MARGARET--YOUR FATHER'S SECRETARY IS ON THE PHONE!

WHAT DOES THAT OLD BAG WANT?!



...YOU'RE LOOKING FOR DAN BROOKS? HOW DO I KNOW WHERE HE IS?!. IF HE'S NOT IN HIS OFFICE, TRY HIS APARTMENT.

HE'S NOT THERE, EITHER! OH, PLEASE, HELP ME LOCATE HIM! YOU KNOW HOW STRICT YOUR FATHER IS ABOUT ATTENDANCE AT BOARD-OF-DIRECTORS MEETINGS!



WELL, HE'S NOT HIDING UNDER MY BED! BUT DON'T WORRY--I'LL GET HIM TO THE MEETING--LIKE I'VE GOTTEN HIM TO ALL THE OTHERS! HE'S PROBABLY OUT WITH THAT STUPID HORSE.

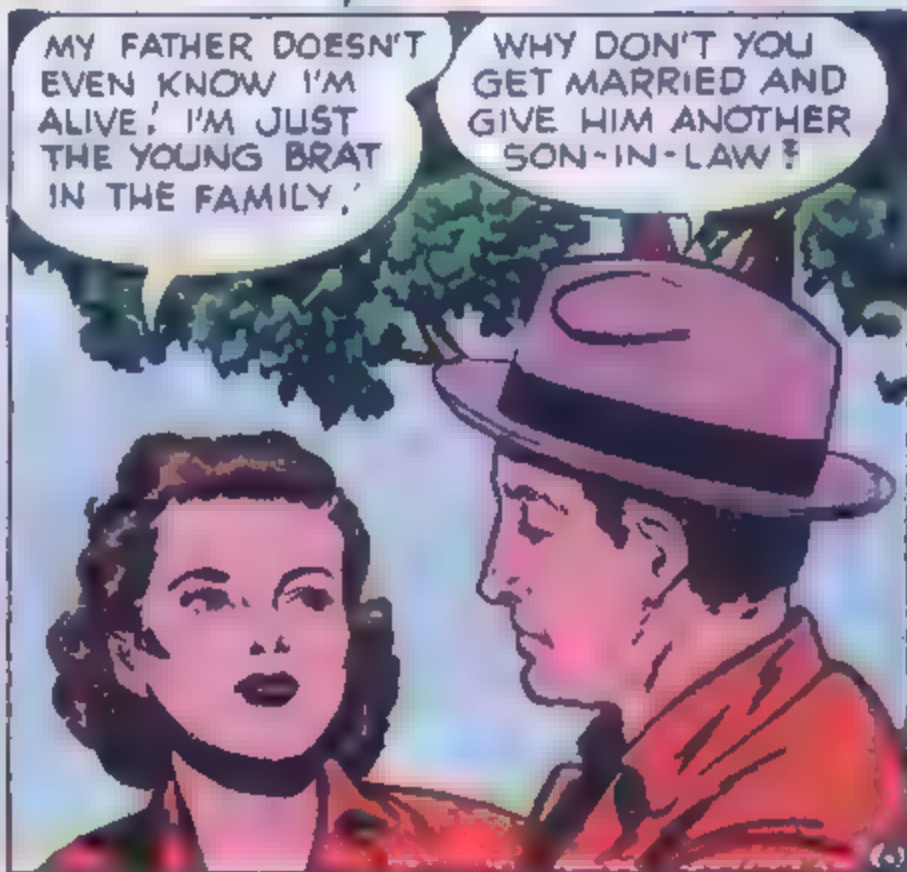
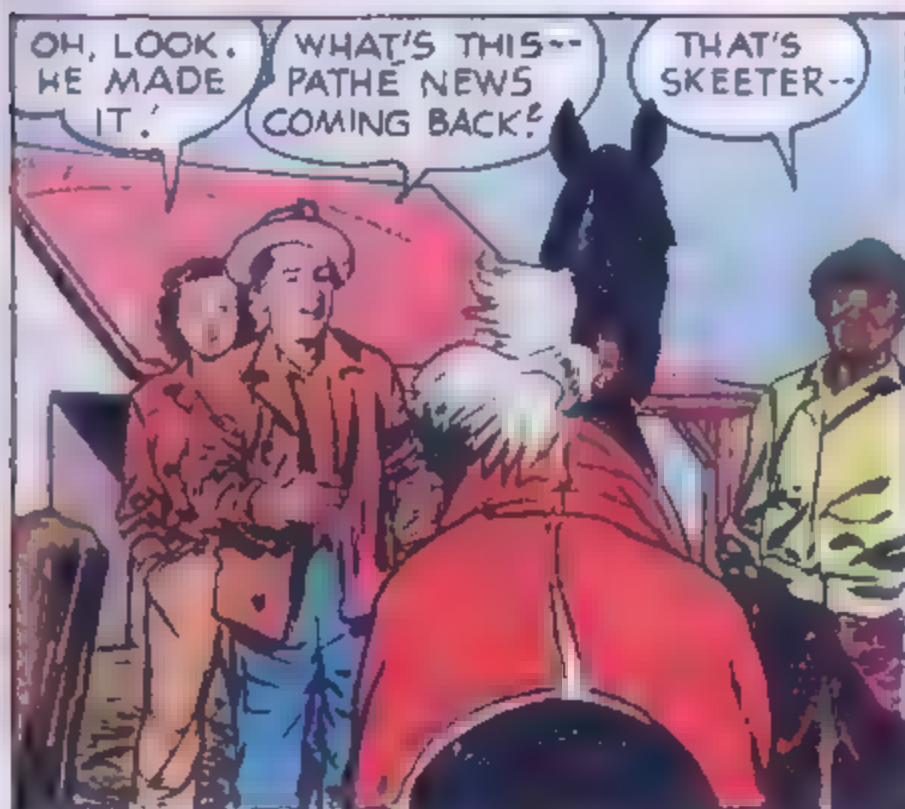
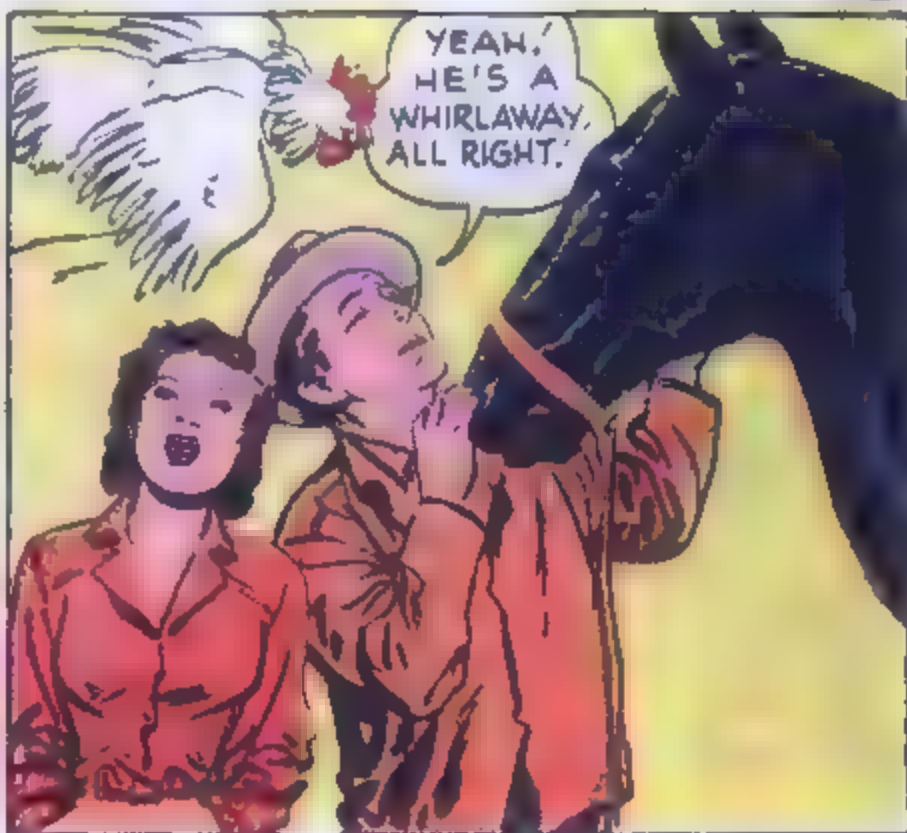
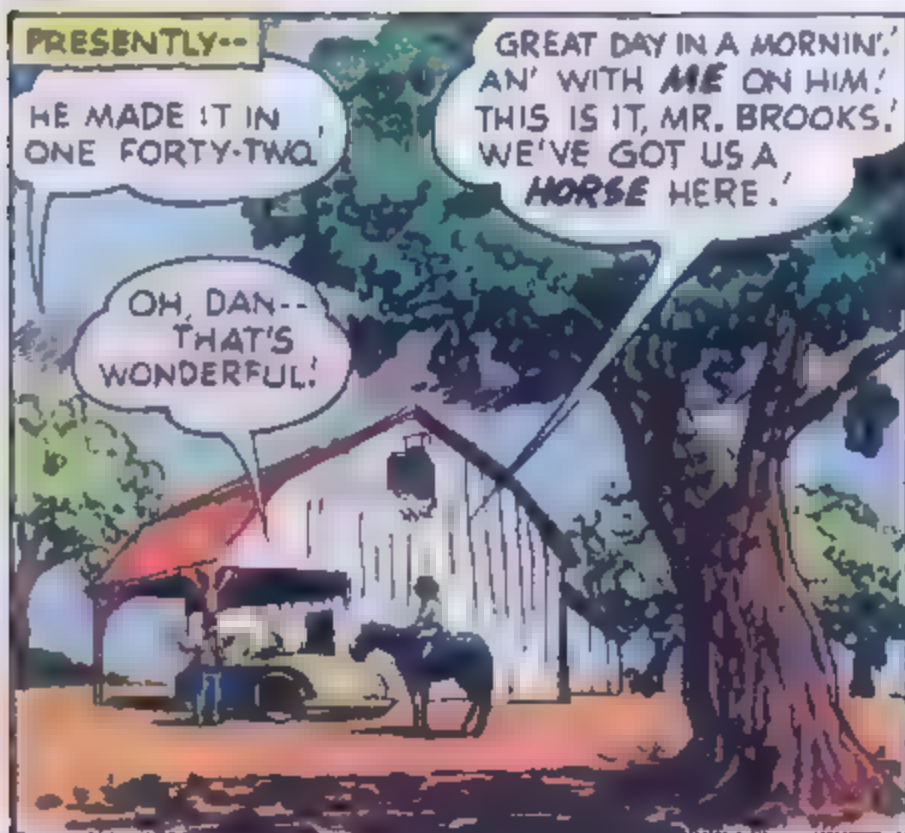


MEANWHILE...

ALL RIGHT, WHITEY--WE'RE COMING INTO THE STRETCH! LET HIM OUT! LET HIM OUT! NOW LET'S SEE IF WE'VE GOT A HORSE! AND, ALICE--YOU STEP ON IT!



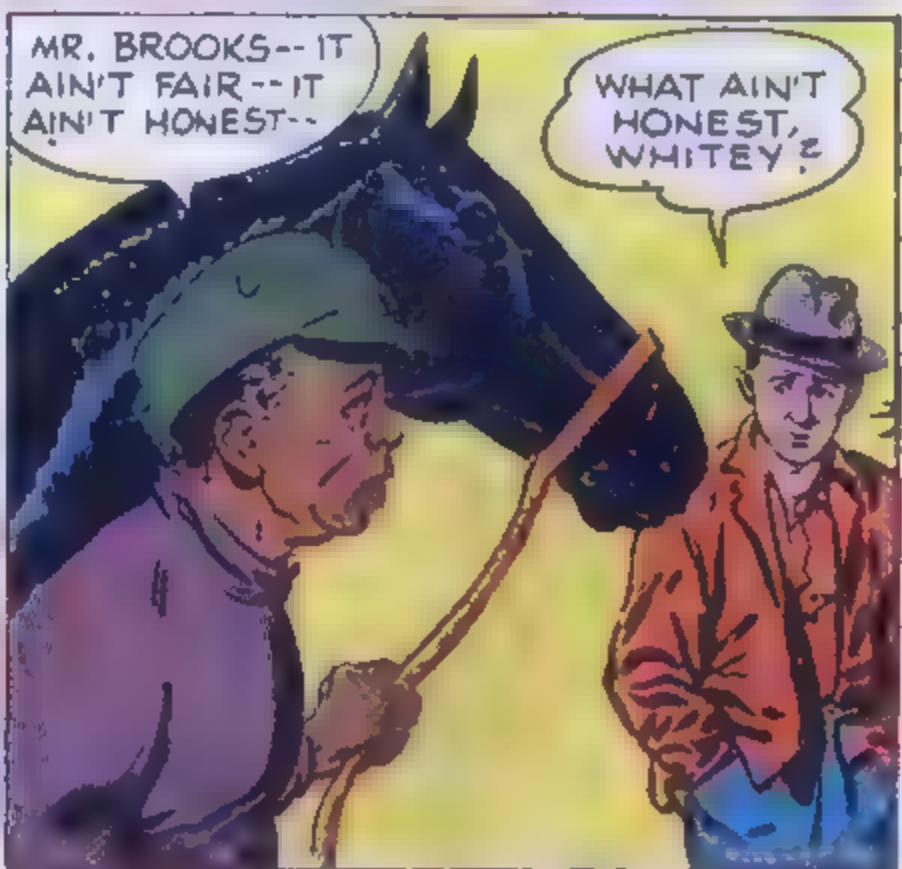
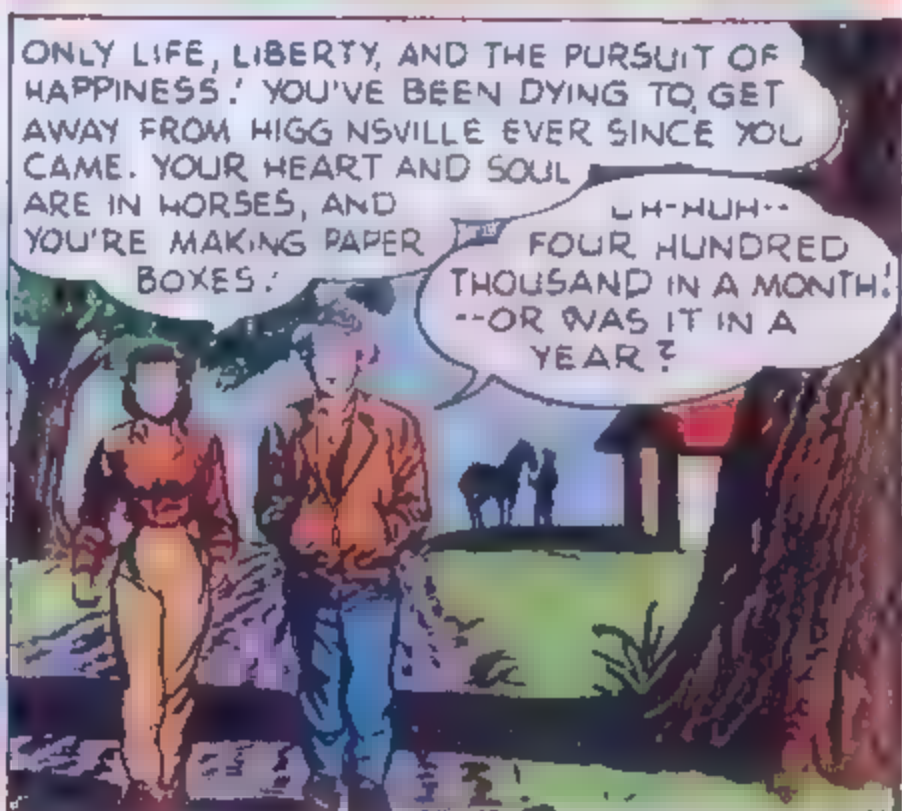
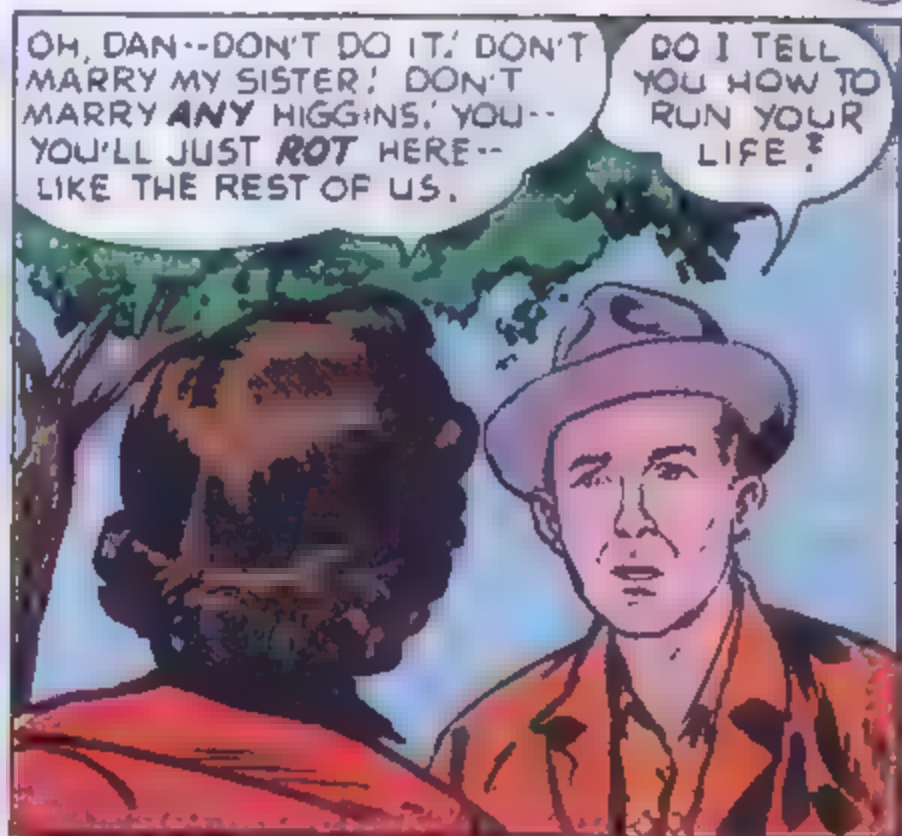
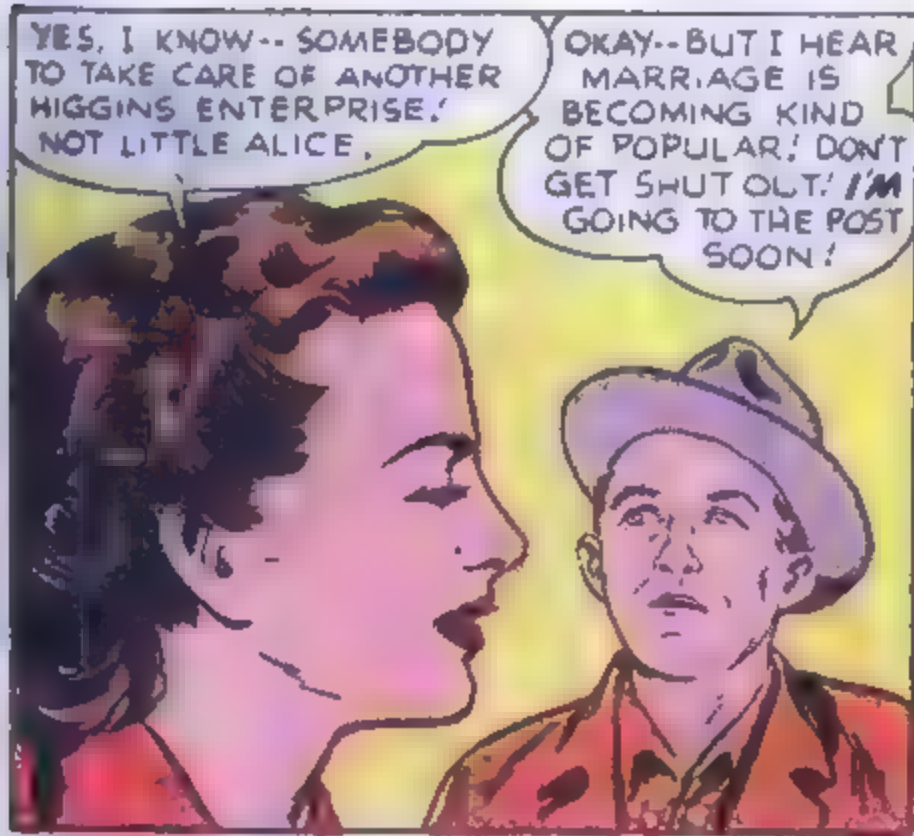








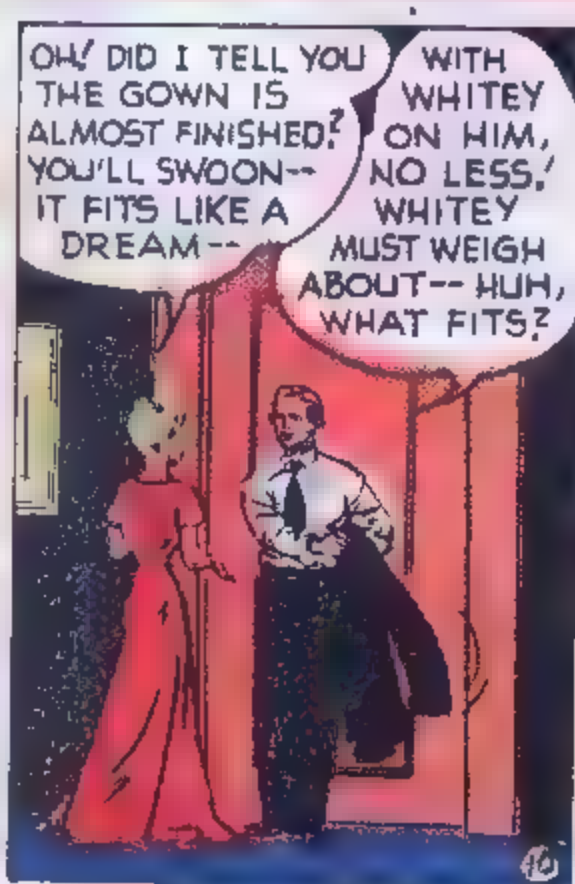
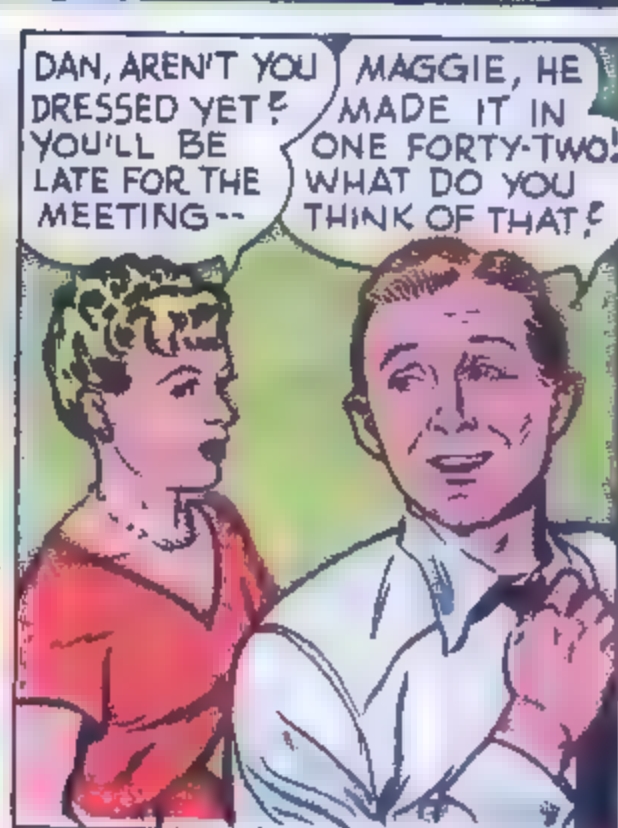
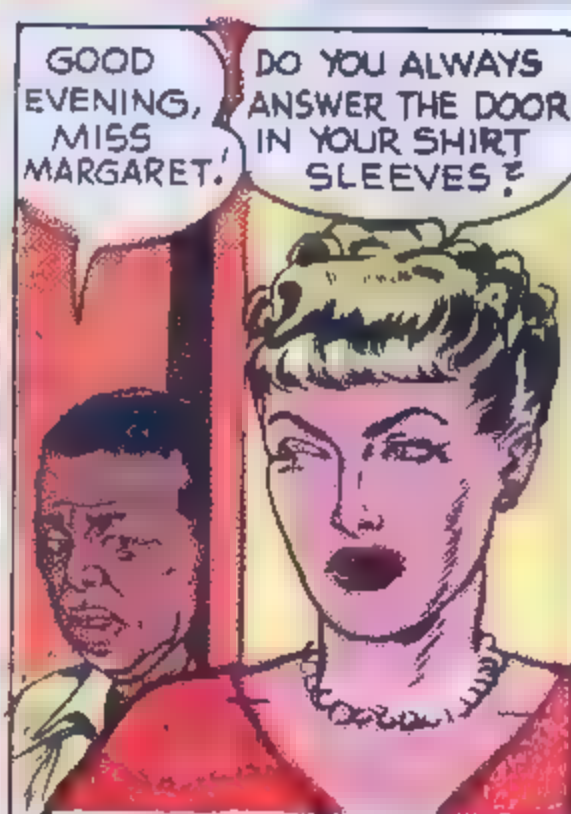
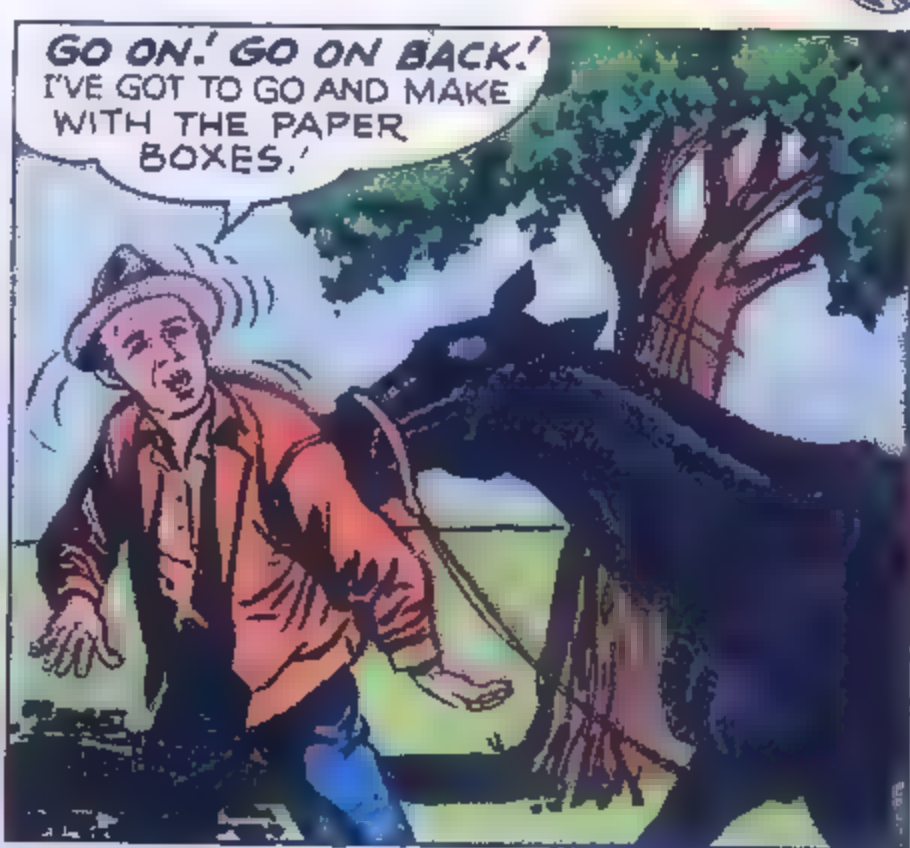
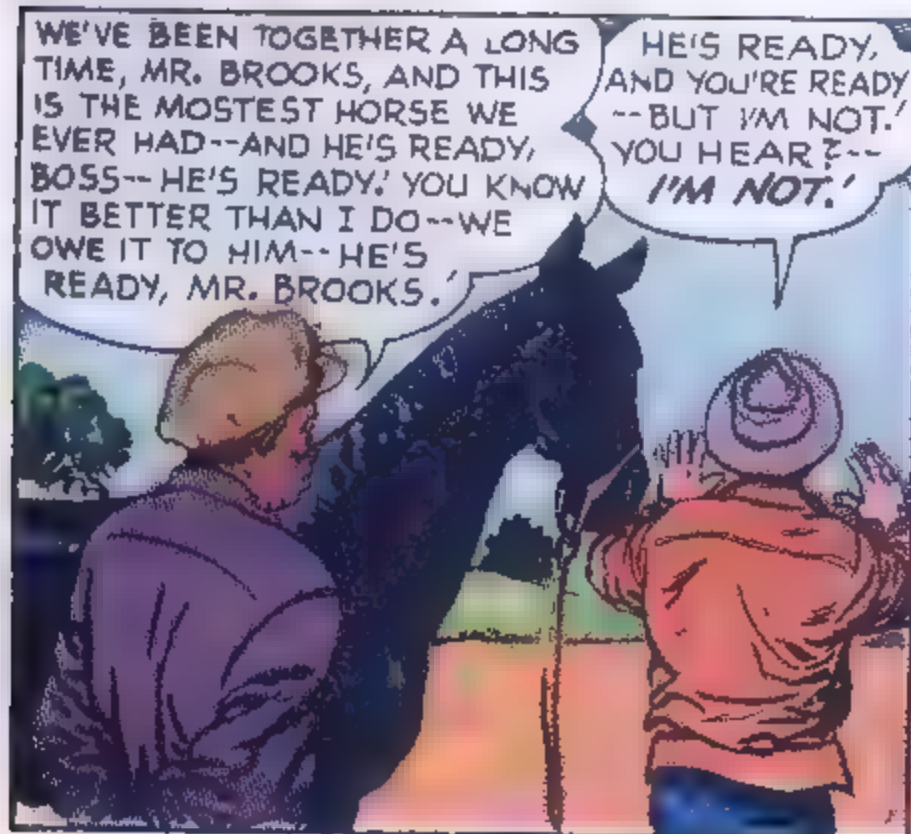
# FEATURE FILMS







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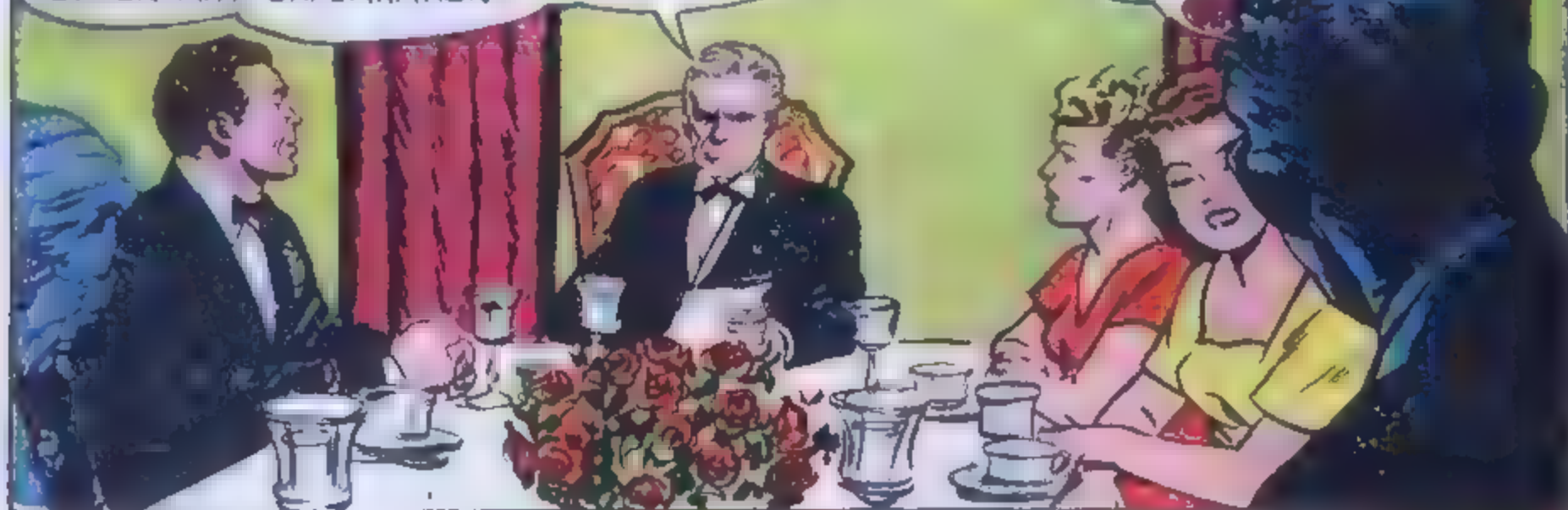
# FEATURE FILMS



THAT NIGHT, AT THE BOARD OF DIRECTORS MEETING IN THE HIGGINS DINING ROOM--

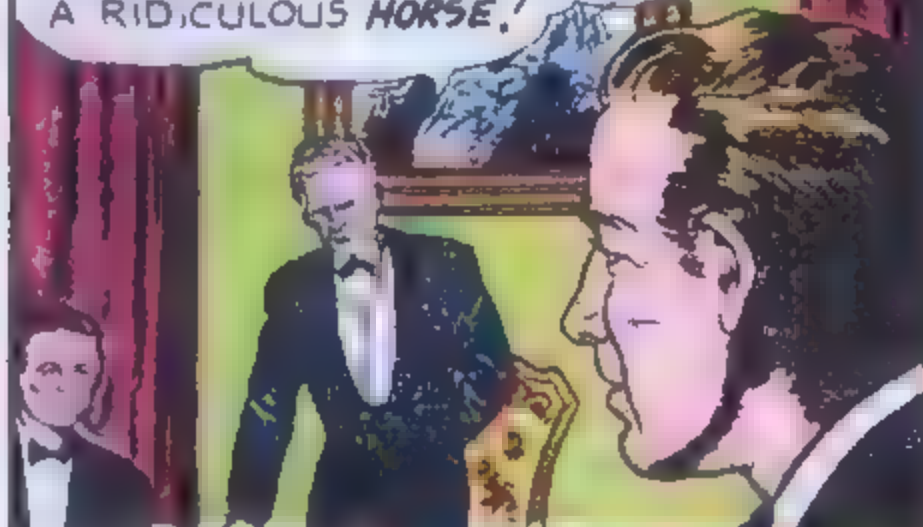
... I AM VERY HAPPY TO SAY THAT ALL THE HIGGINS ENTERPRISES ARE DOING EXCELLENTLY-- THAT IS, ALL EXCEPT THE HIGGINS PAPER BOX COMPANY! I REGRET TO REPORT THAT THE SALE OF PAPER BOXES HAS DECREASED TO A DANGEROUS EXTENT! MR. BROOKS--CAN YOU OFFER ANY EXPLANATION?

MAYBE PAPER BAGS ARE CATCHING ON!



NO--IT ISN'T PAPER BAGS, AS YOU SO HUMOROUSLY PUT IT, MR. BROOKS! IT'S **NEGLECT--SHAMEFUL NEGLECT**--A WORD UNKNOWN TO THE HIGGINS FAMILY! SURELY YOU CANNOT EXPECT A BUSINESS TO FLOURISH WHEN ITS HEAD IS OFF GALLIVANTING WITH A RIDICULOUS **HORSE!**

LET'S STICK TO PAPER BOXES!



MR. BROOKS, WE DON'T WANT ANY UNPLEASANTRIES, AND WE CAN AVOID THEM--WITH YOUR COOPERATION! BEGINNING TOMORROW, I SHALL EXPECT YOU TO DEVOTE YOURSELF **EXCLUSIVELY TO PAPER BOXES!** AND I MUST **INSIST** THAT YOU GET RID OF THAT HORSE! SEE THAT IT'S DONE.

WAIT A MINUTE, MR. HIGGINS--



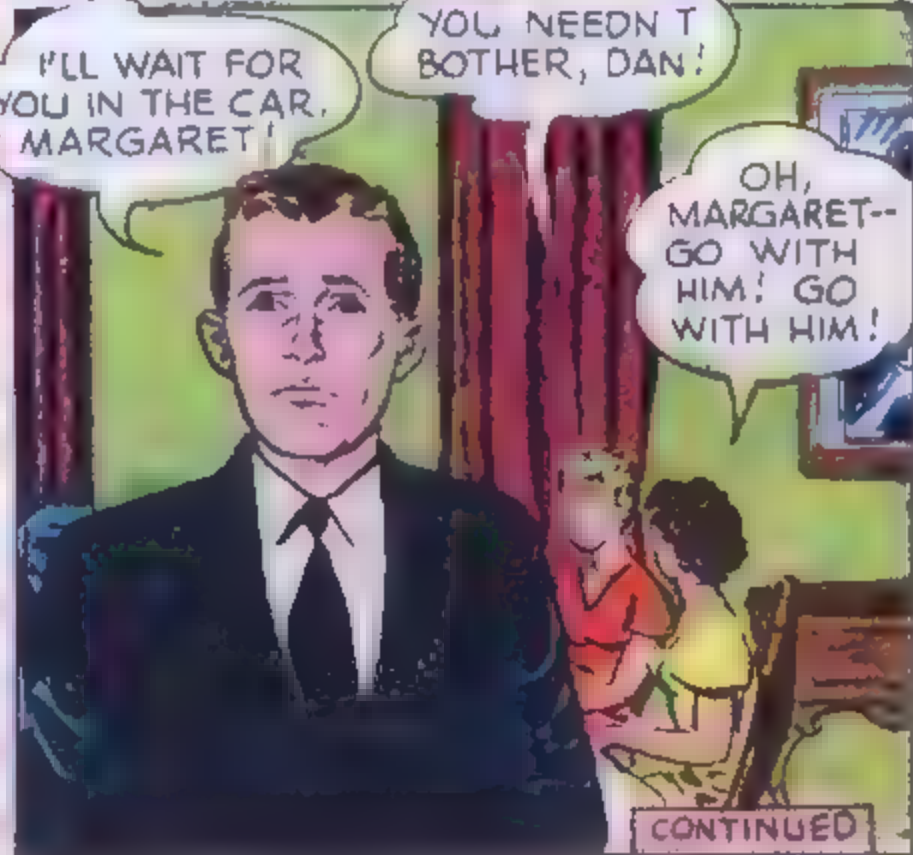
--IT MIGHT INTEREST YOU TO KNOW THAT I HAVE **NO INTENTION** OF SELLING MY HORSE! AS A MATTER OF FACT, I'M **LEAVING HIGGINSVILLE IN THE MORNING!**



I'LL WAIT FOR YOU IN THE CAR, MARGARET!

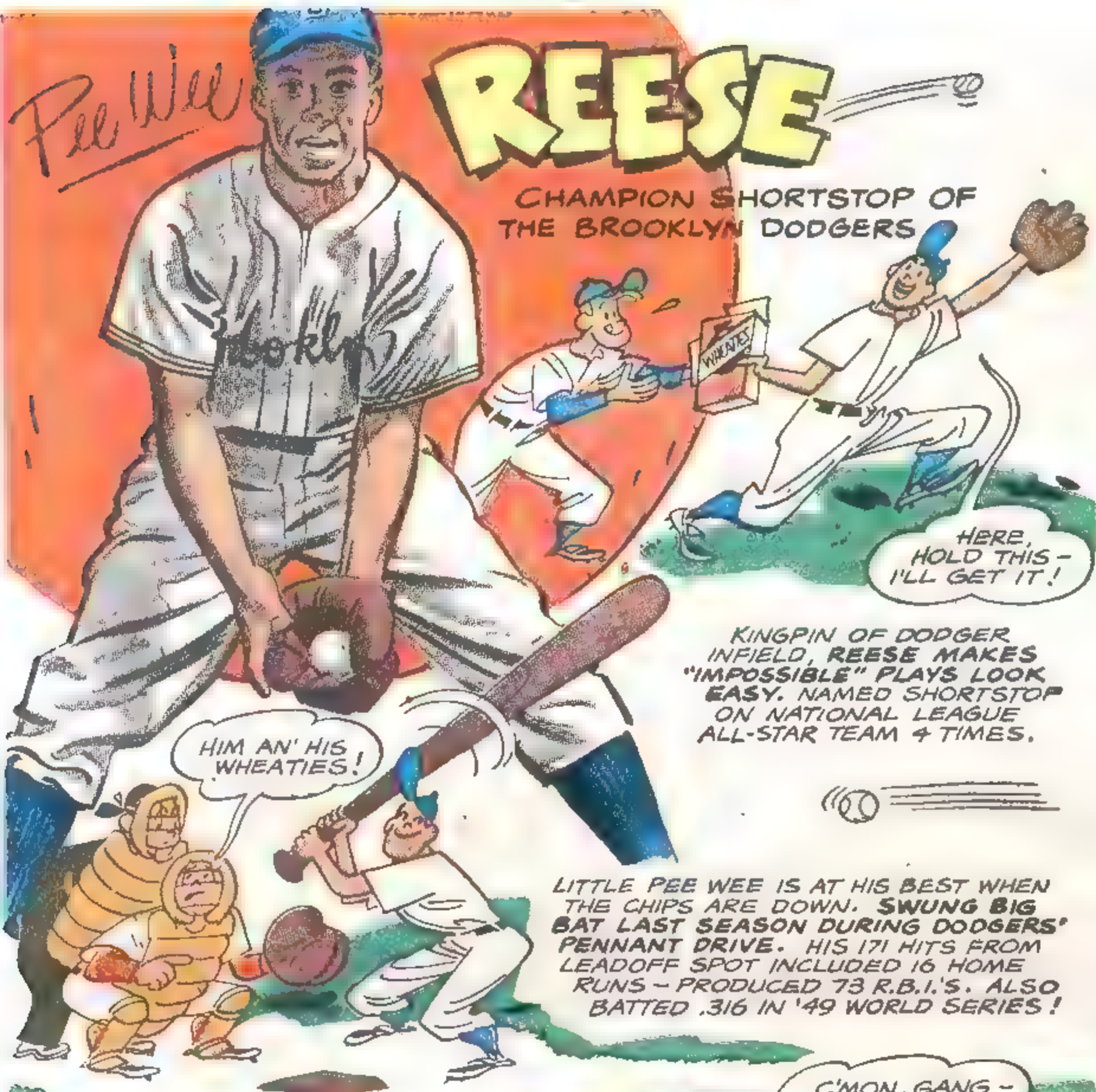
YOU NEEDN'T BOTHER, DAN!

OH, MARGARET--GO WITH HIM! GO WITH HIM!



CONTINUED





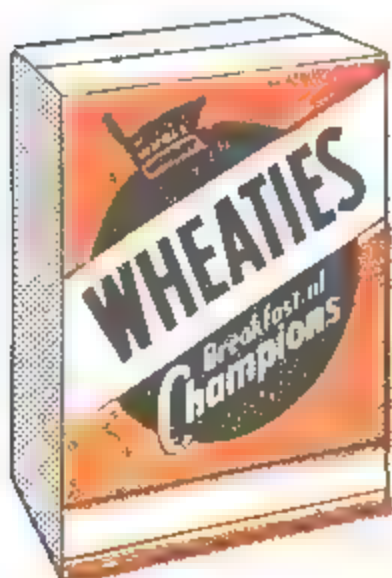
**REESE**

CHAMPION SHORTSTOP OF  
THE BROOKLYN DODGERS

KINGPIN OF DODGER  
INFIELD, REESE MAKES  
"IMPOSSIBLE" PLAYS LOOK  
EASY. NAMED SHORTSTOP  
ON NATIONAL LEAGUE  
ALL-STAR TEAM 4 TIMES.

LITTLE PEE WEE IS AT HIS BEST WHEN  
THE CHIPS ARE DOWN. SWUNG BIG  
BAT LAST SEASON DURING DODGERS'  
PENNANT DRIVE. HIS 171 HITS FROM  
LEADOFF SPOT INCLUDED 16 HOME  
RUNS - PRODUCED 73 R.B.I.'S. ALSO  
BATTED .316 IN '49 WORLD SERIES!

**A** TEN-YEAR BIG LEAGUE VETERAN,  
REESE IS FIELD CAPTAIN OF DODGERS.  
"WHEATIES, WITH MILK OR CREAM AND  
FRUIT, IS MY FAVORITE  
TRAINING DISH. IT'S  
EASY TO DIGEST,  
NOURISHING - AND  
LOADED WITH SWELL  
FLAVOR. I'D RECOMMEND  
WHEATIES TO ANYONE."

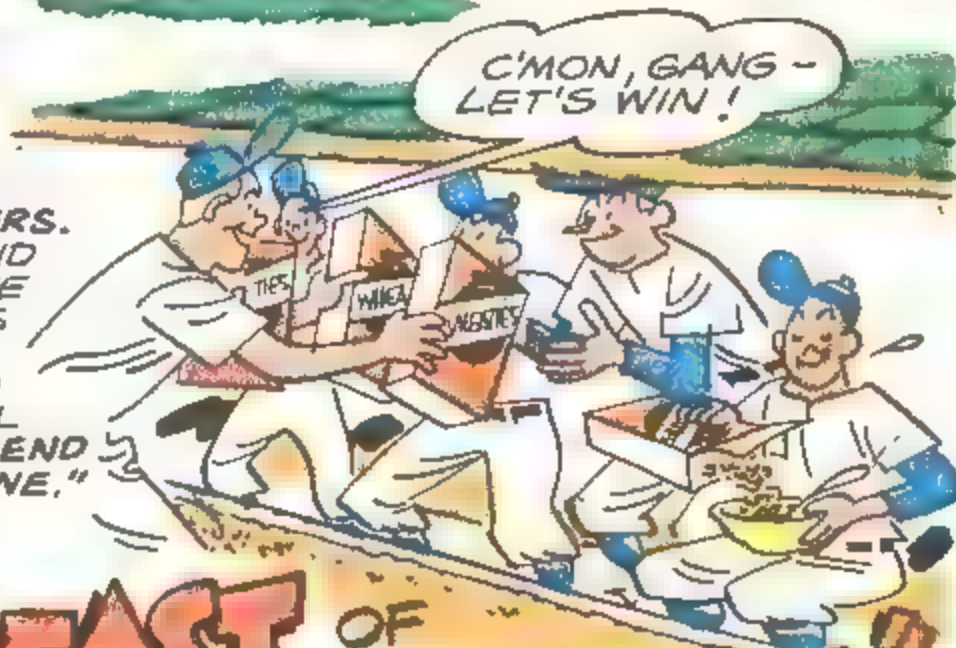


WHEATIES

**"BREAKFAST OF CHAMPIONS"**

WITH MILK AND FRUIT

Wheaties and Breakfast of Champions  
are registered trade marks of  
General Mills, Inc.

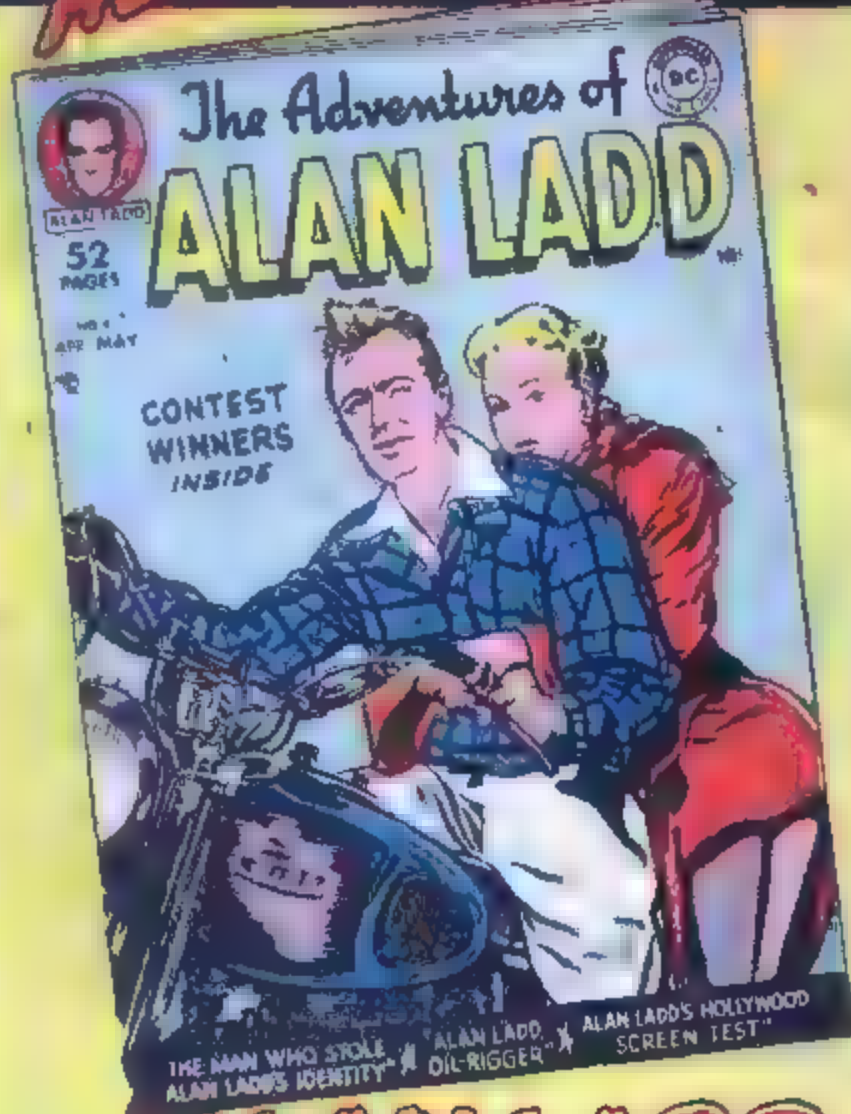




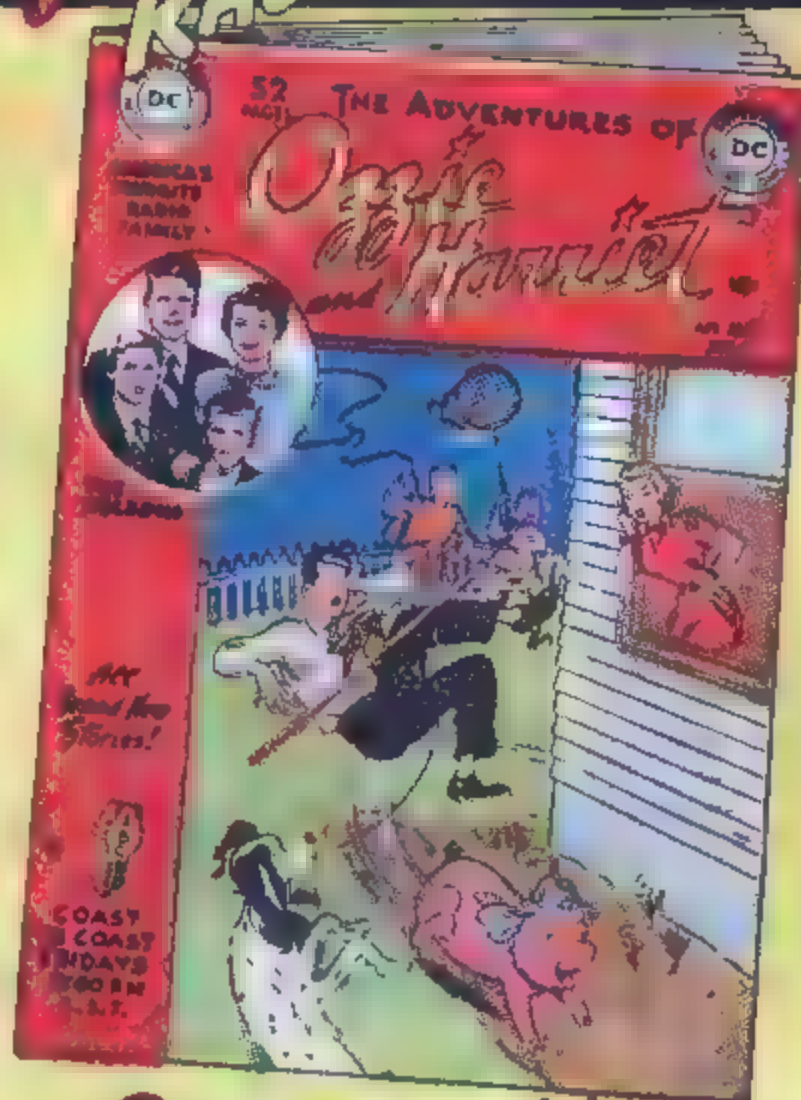
# 2 SMASH HITS!

HOLLYWOOD'S TOP  
ADVENTURE STAR!

AMERICA'S FAVORITE  
RADIO FAMILY!



**ALAN LADD**  
GIVES YOU EVERYTHING!  
ACTION!  
DETECTIVE!  
ROMANCE!  
WESTERN!  
IN HIS OWN COMICS MAGAZINE!



**OZZIE AND HARRIET,  
DAVID AND RICKY, AND  
THEIR DOG, NICK -**

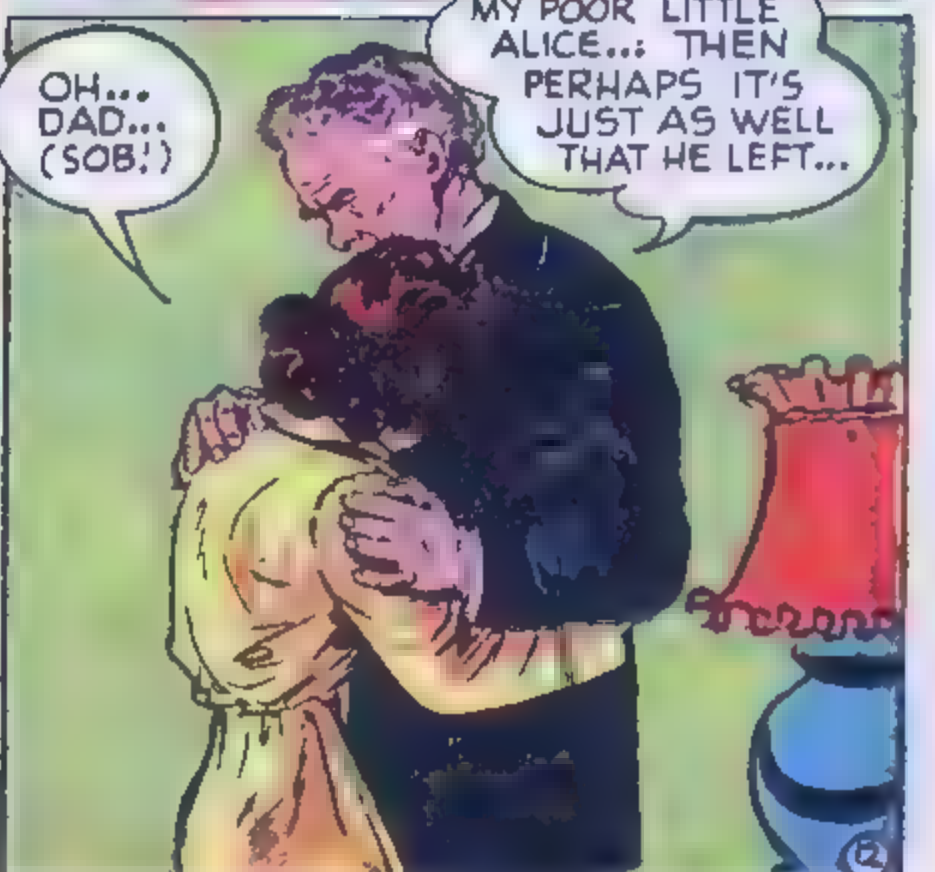
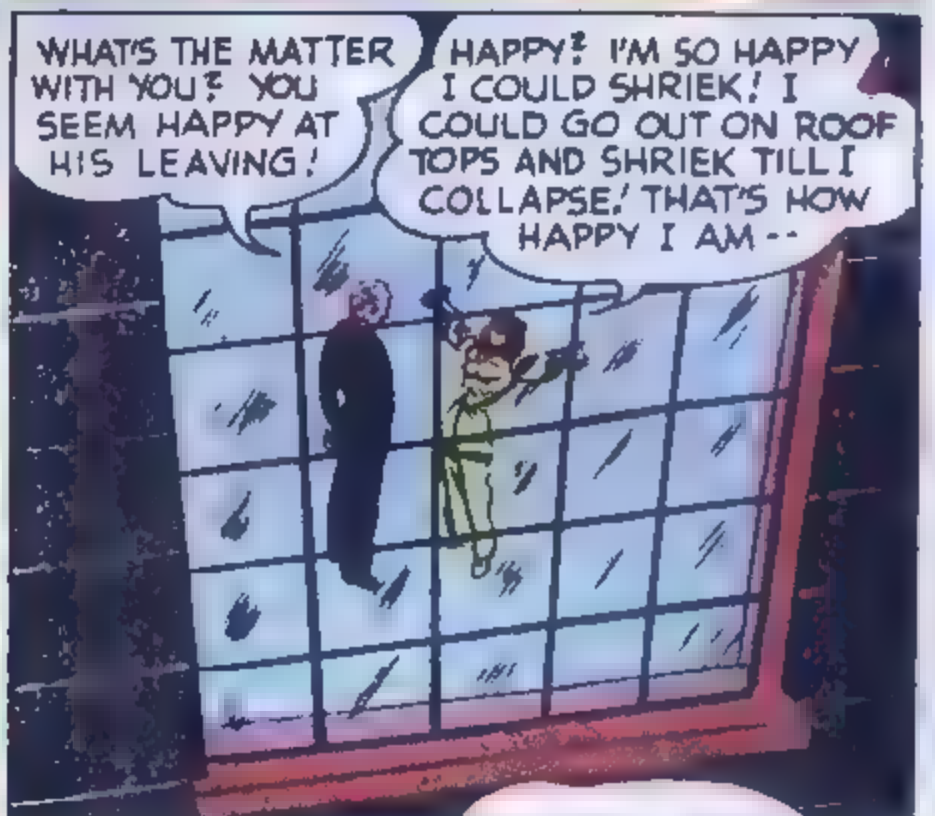
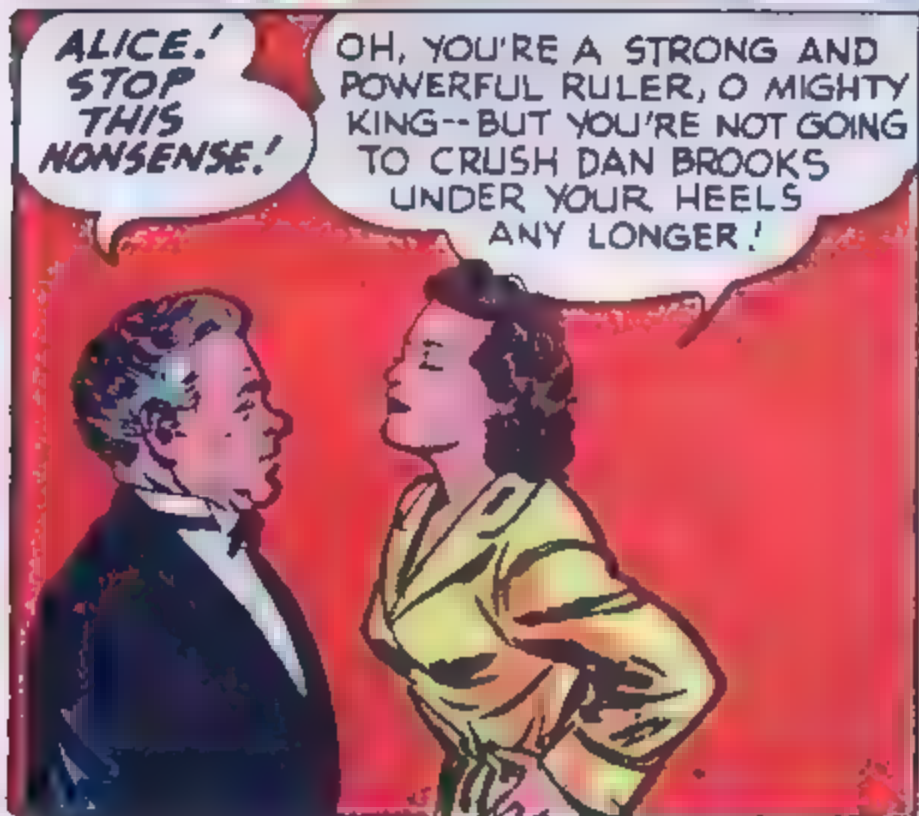
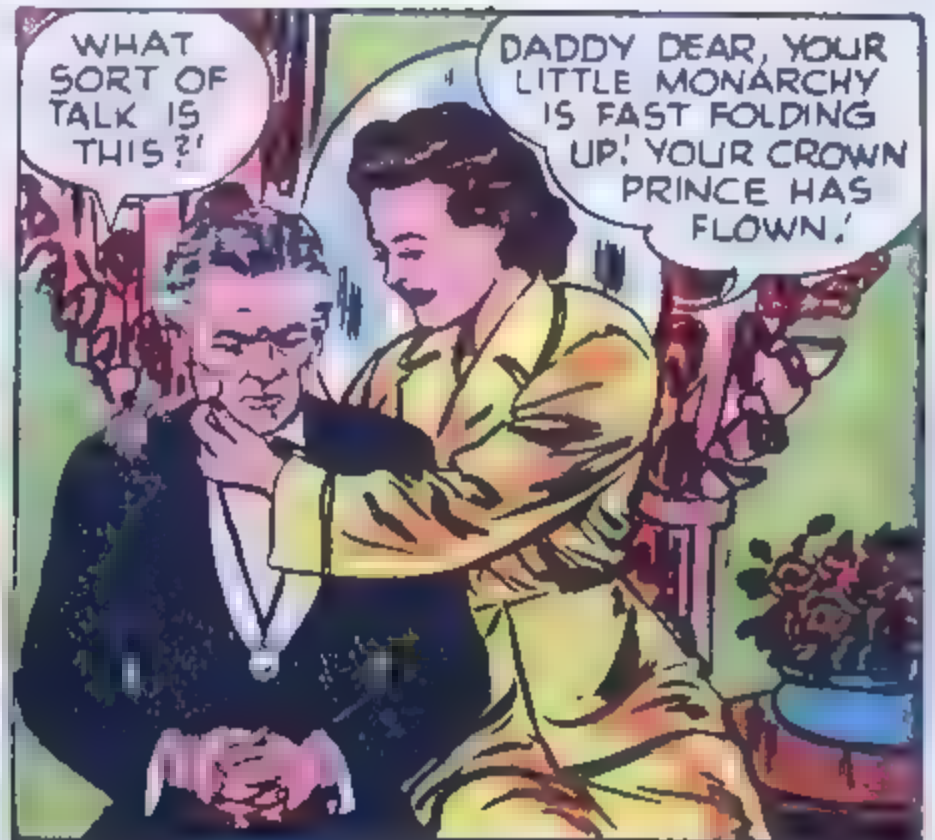
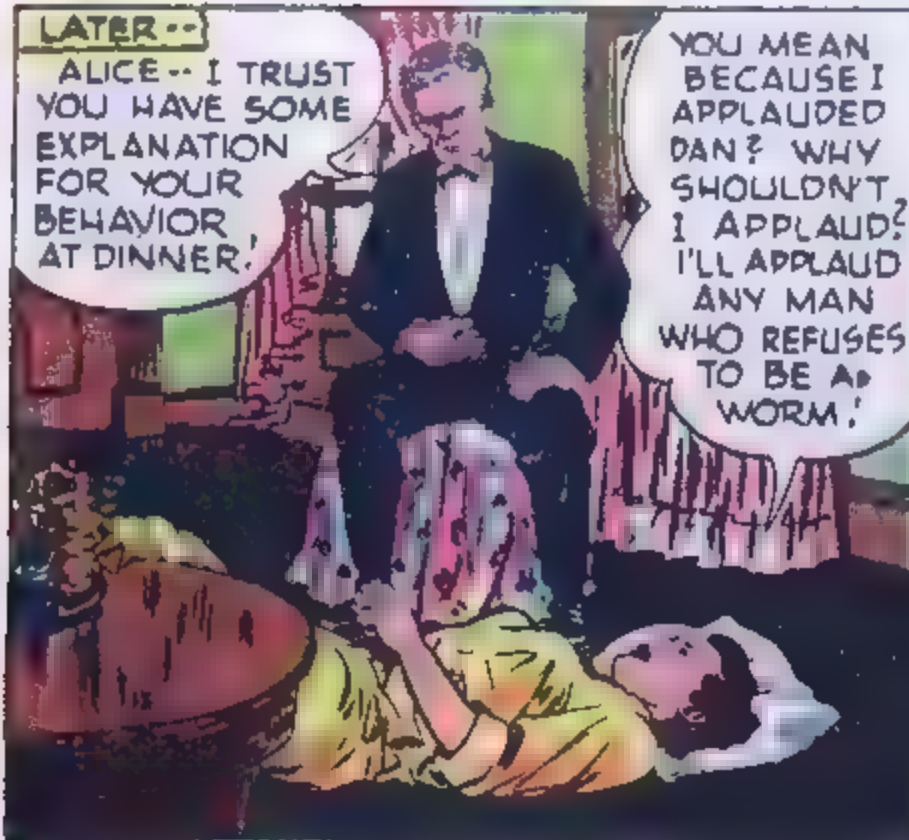
WILL THRILL YOU IN THE SAME SORT  
OF HILARIOUS ADVENTURES THAT  
YOU'VE LOVED AND LAUGHED AT  
EVERY WEEK ON THEIR POPULAR  
COAST-TO-COAST RADIO SHOW!



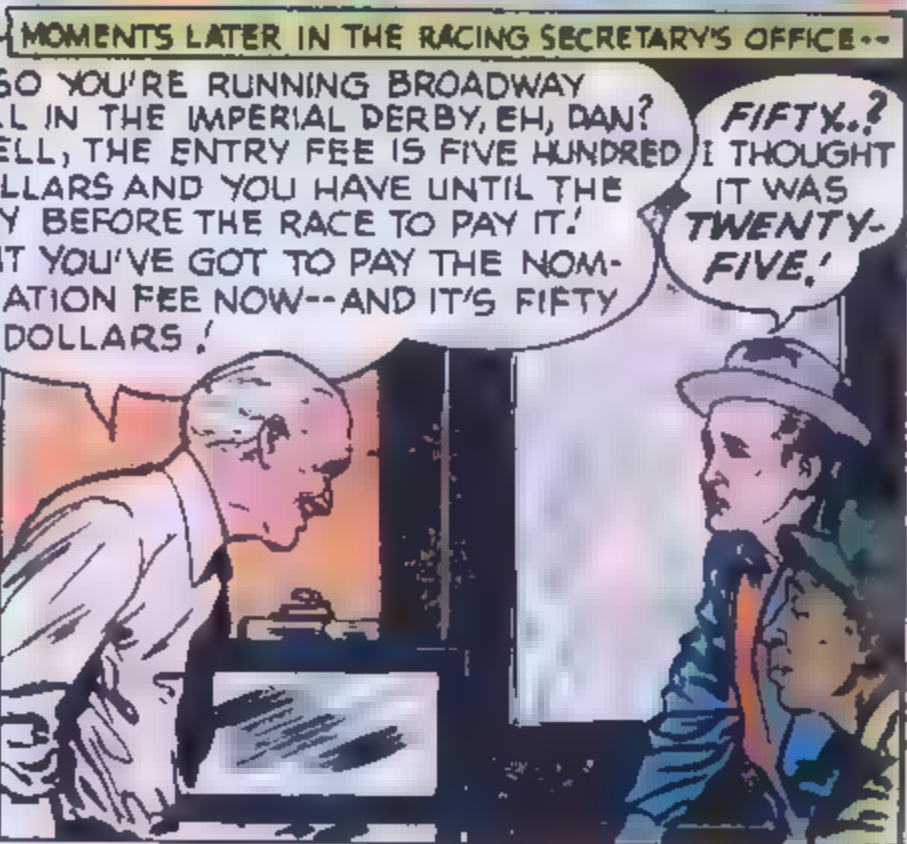
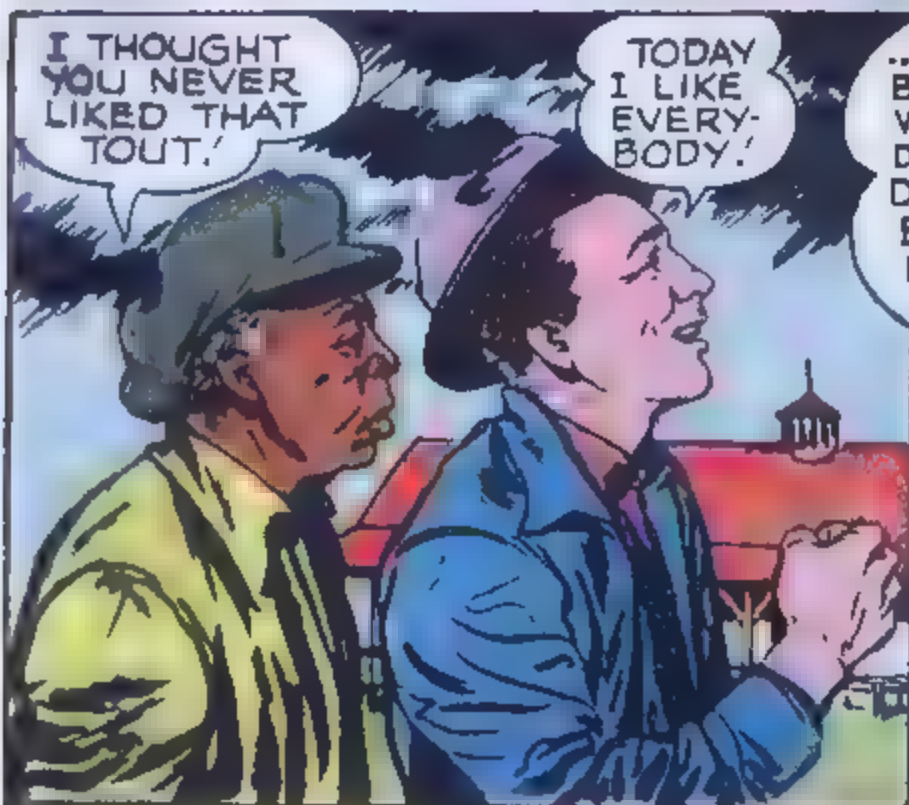
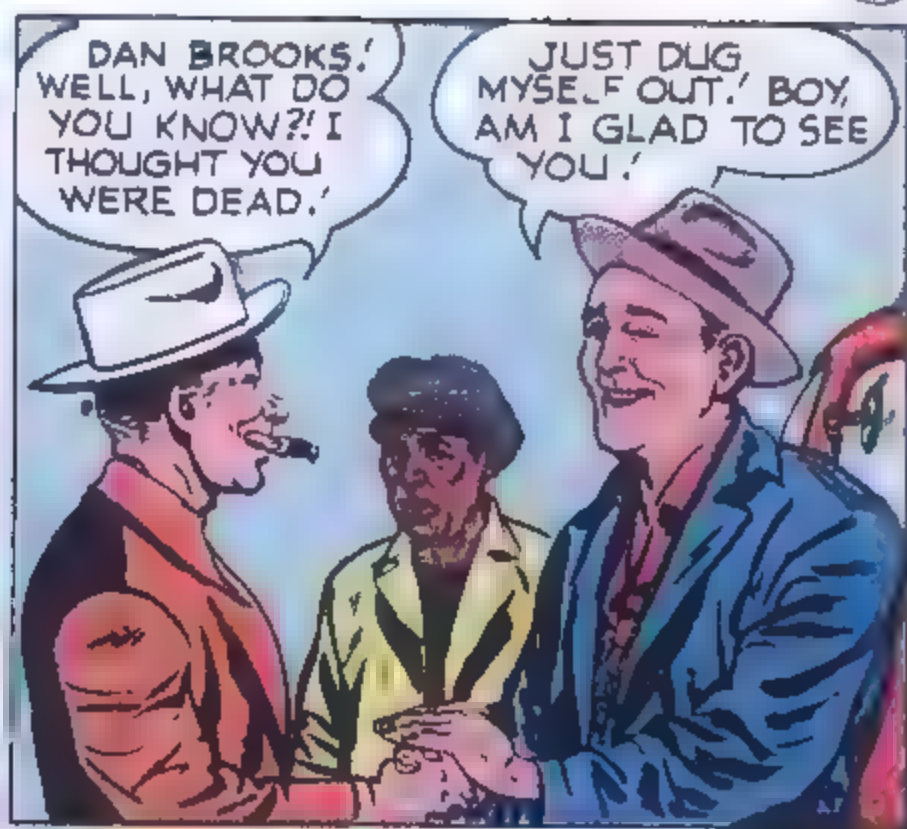
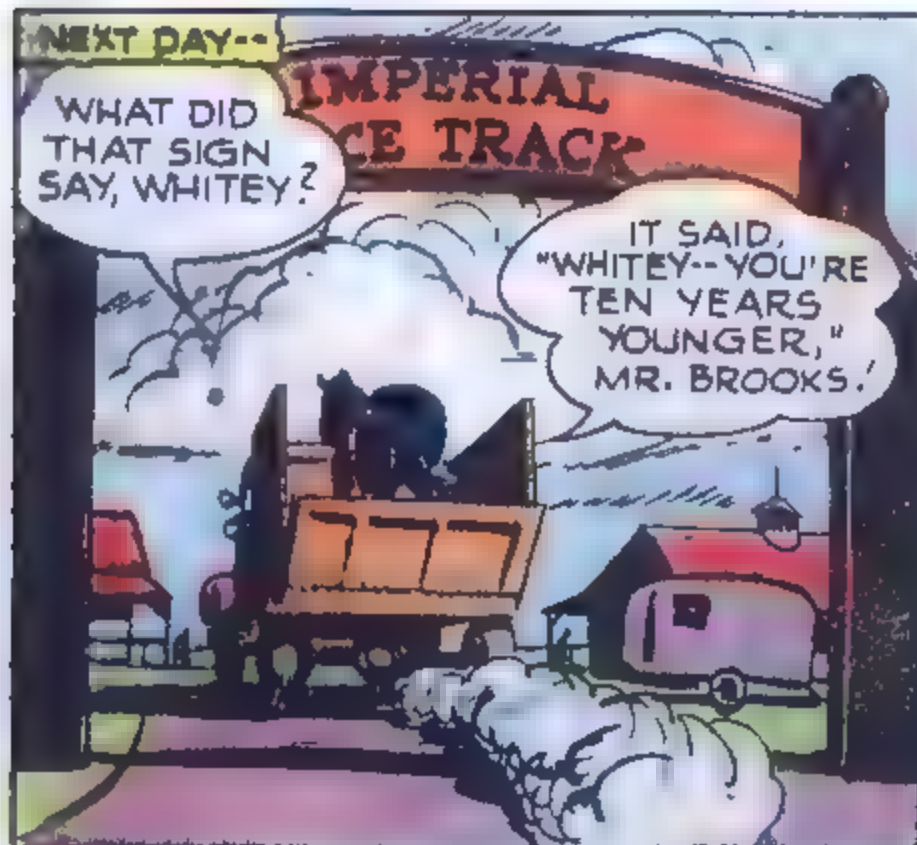
**DON'T MISS THESE LATEST HITS  
FROM THE PUBLISHERS OF  
AMERICA'S FAVORITE COMICS!**



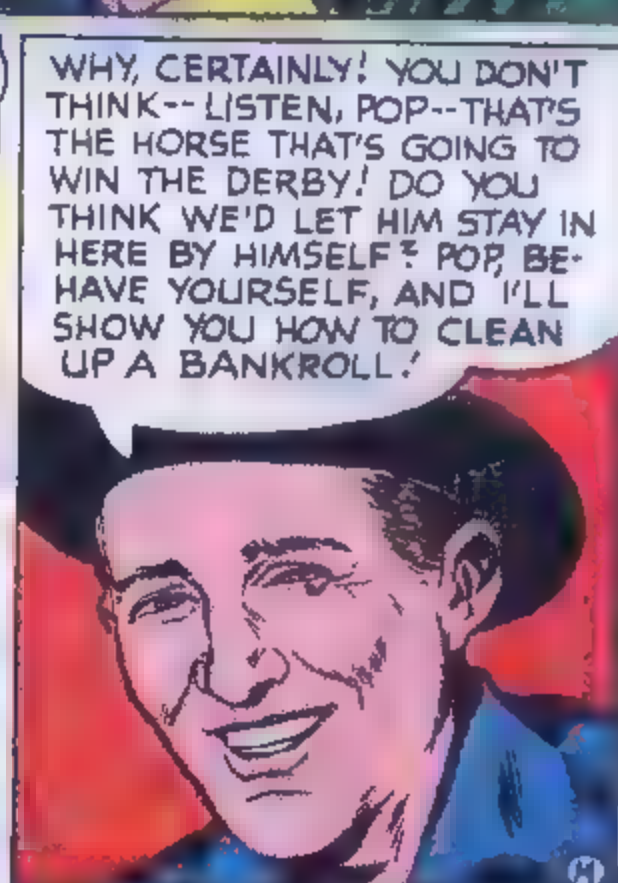
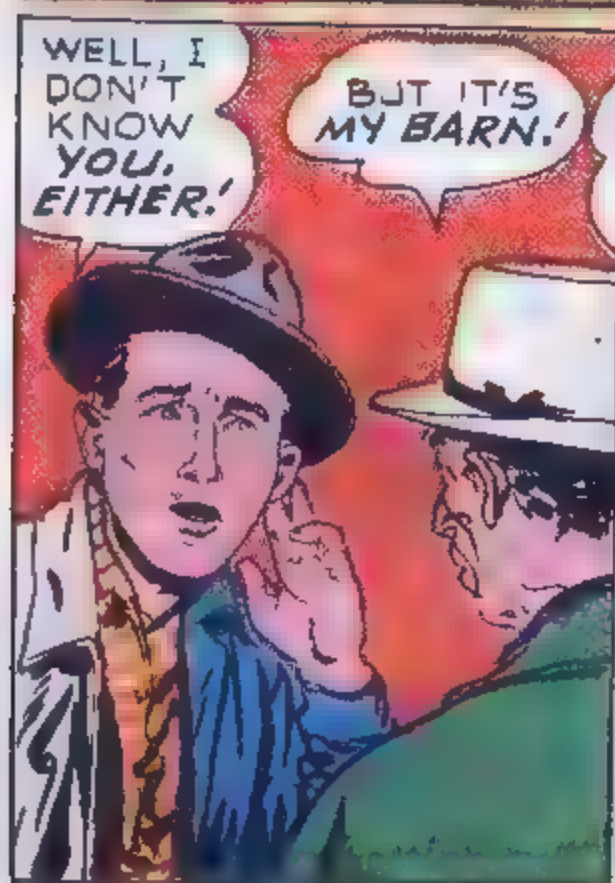
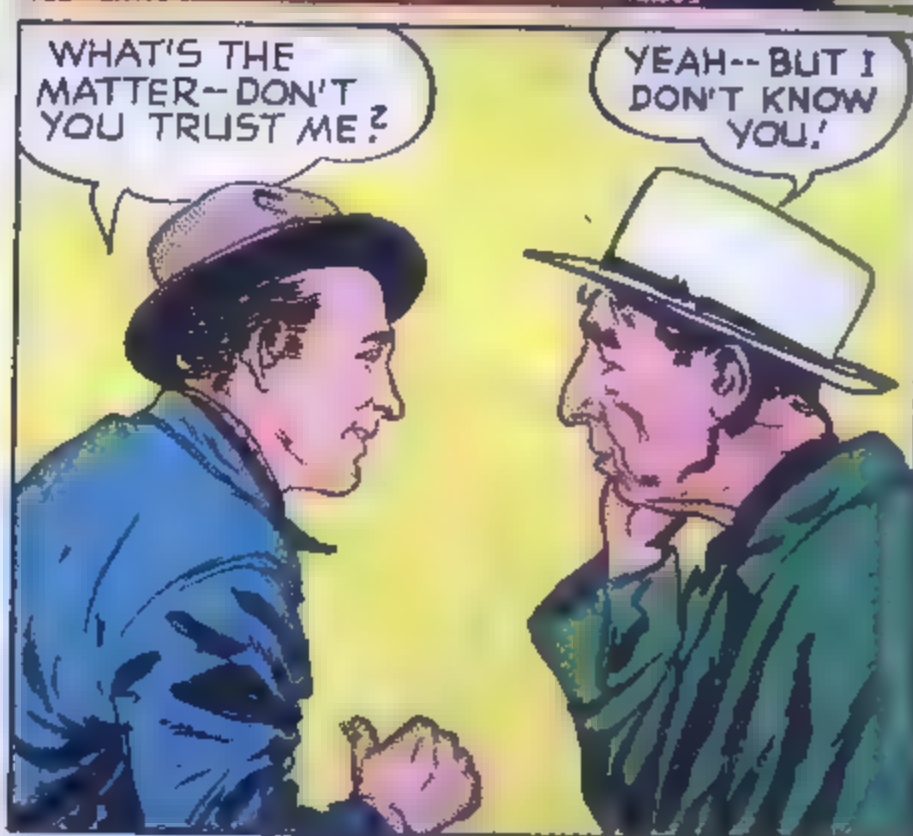
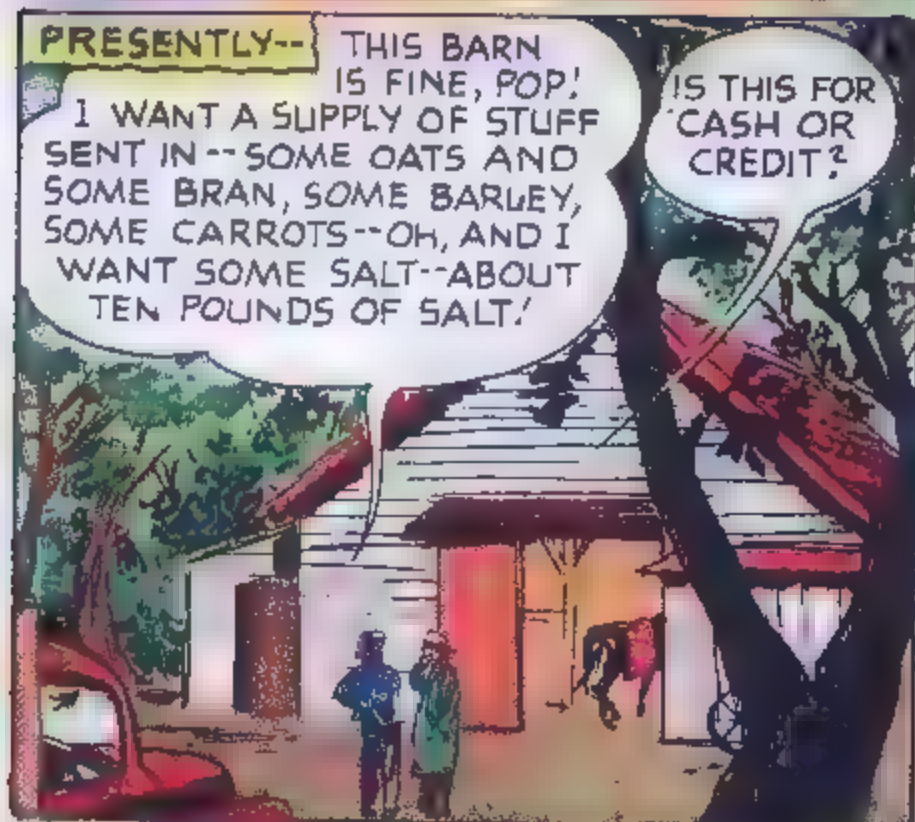
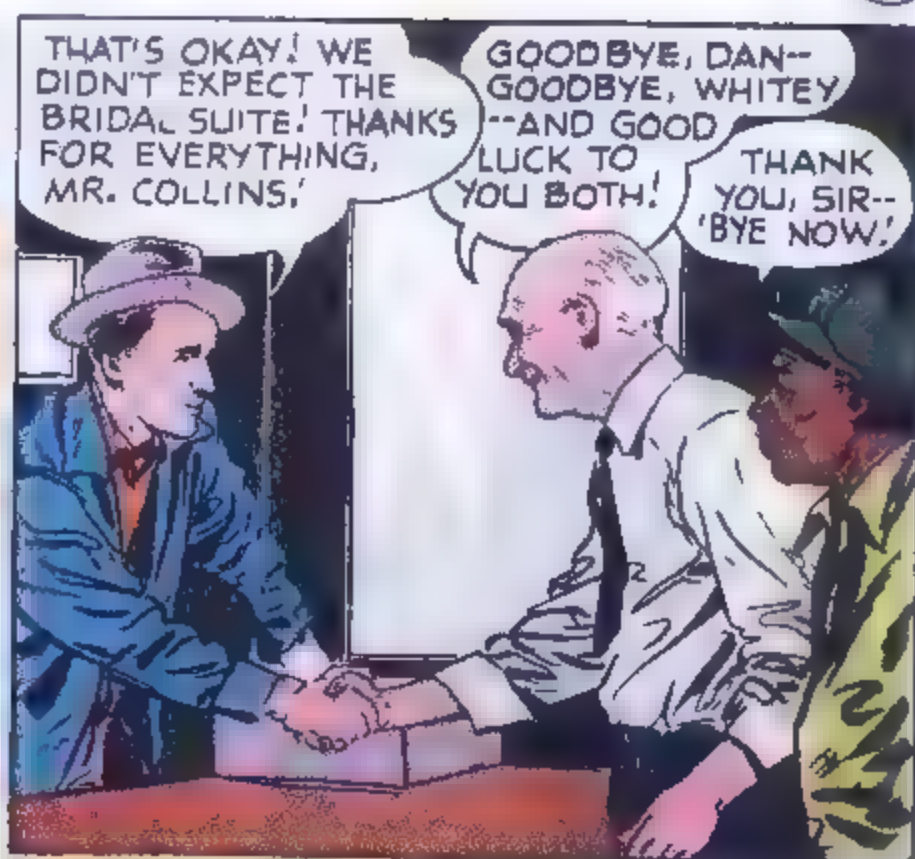
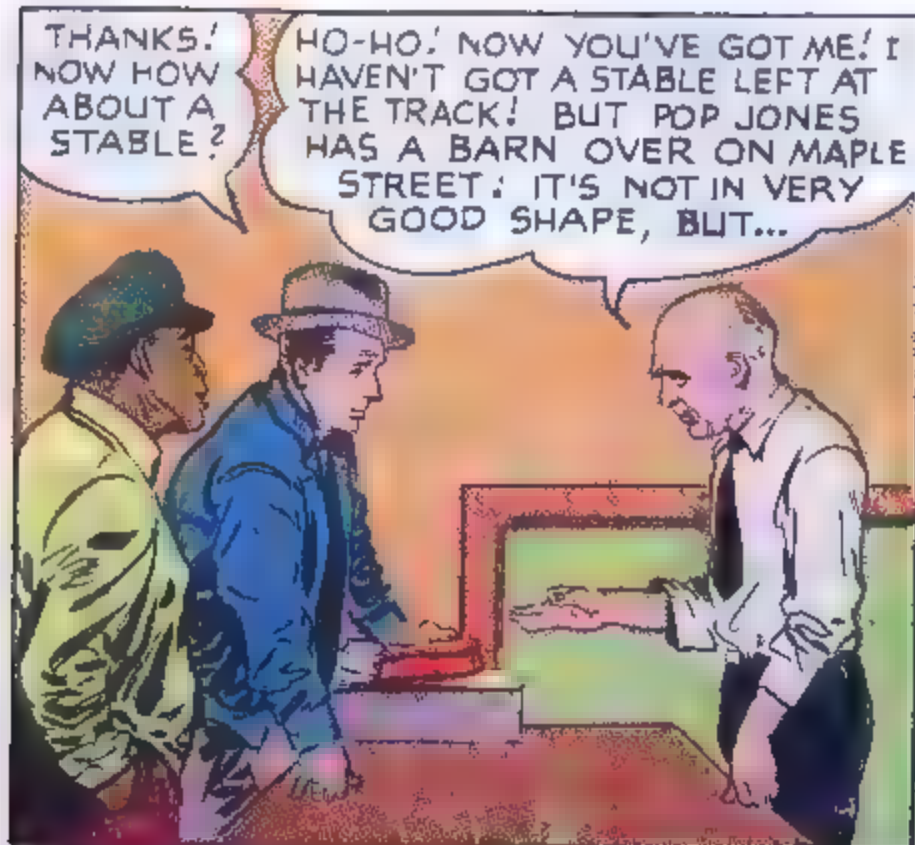
















# FEATURE FILMS



DAYS LATER IN POP JONES' 'STABLE'...

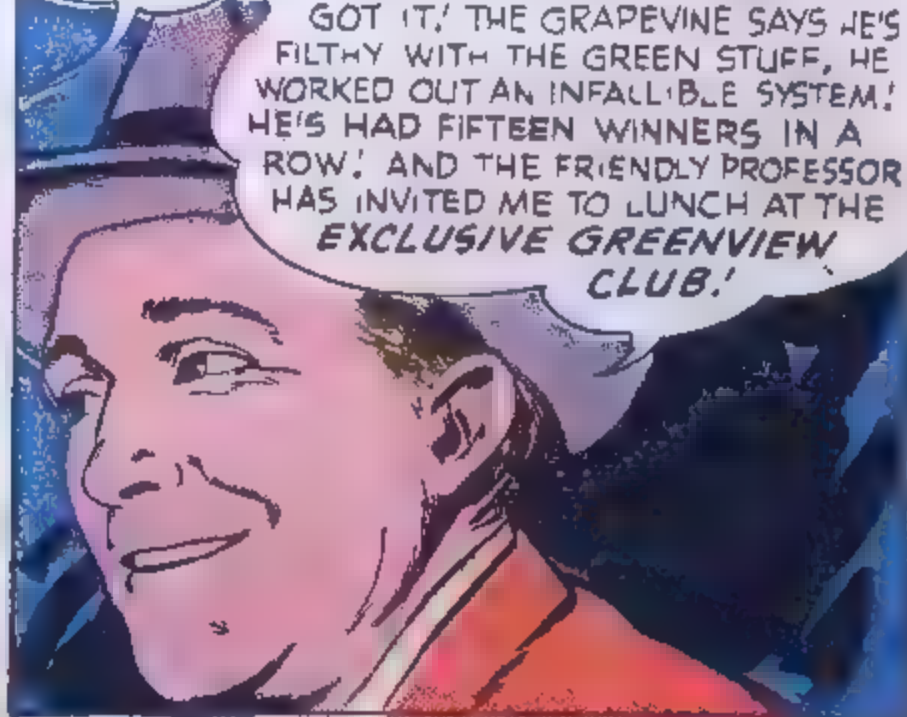
MR. BROOKS, YOU'VE SURE GOT FUNNY IDEAS, GETTIN' ALL DRESSED UP LIKE THAT! WHEN I GO OUT TO BORROW MONEY, I WEAR MY OLD CLOTHES AND RUN DOWN SHOES!

WELL THAT'S THE SECRET OF THE RACE TRACK WHITNEY! NEVER LOOK DOWN IN THE MOUTH, NO MATTER HOW HUNGRY YOU ARE! IF THESE THREADS IMPRESS PROF. PETTIGREW SUFFICIENTLY, OUR FORCED DIET IS OVER!



WHO'S PROFESSOR PETTIGREW?

A GENTLEMAN AND A SCHOLAR-- A MAN WITH A SOUL-- A MAN YOU CAN HIT FOR A FAST BUCK, IF HE'S GOT IT-- AND HE'S GOT IT! THE GRAPEVINE SAYS HE'S FILTHY WITH THE GREEN STUFF, HE WORKED OUT AN INFALLIBLE SYSTEM! HE'S HAD FIFTEEN WINNERS IN A ROW! AND THE FRIENDLY PROFESSOR HAS INVITED ME TO LUNCH AT THE EXCLUSIVE GREENVIEW CLUB!



MEANWHILE, AT EDNA'S BOARDING HOUSE...

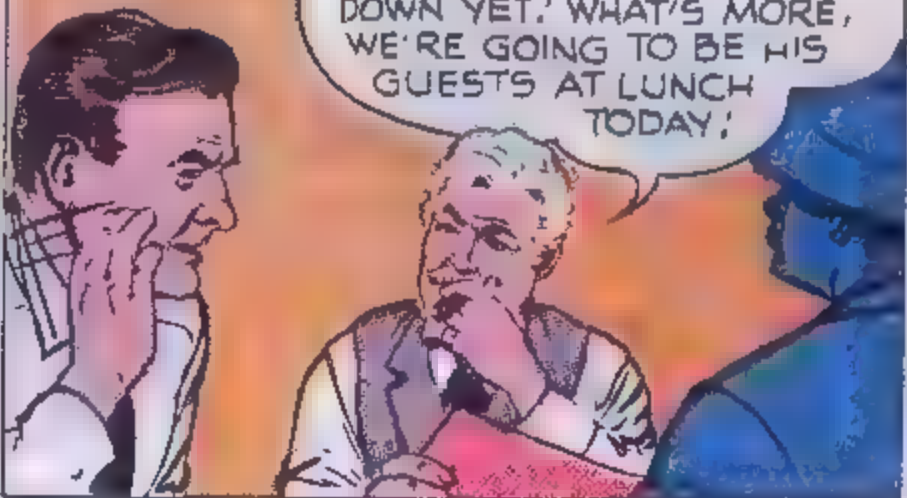
PROFESSOR, WHY DON'T YOU CALL IT QUITS?! YOUR **LAST INFALLIBLE SYSTEM** GOT YOU FIFTEEN STRAIGHT LOSERS IN A ROW! HOW INFALLIBLE CAN YOU GET?

FEAST YOUR CYNICAL EYES ON **THIS!** BY THE INVESTMENT OF A PALTRY FIFTY DOLLARS, I CAN SHOW A PROFIT OF **\$165,000 IN TWO YEARS!**



STOP DREAMIN'! WHERE ARE YOU GONNA GET FIFTY DOLLARS?

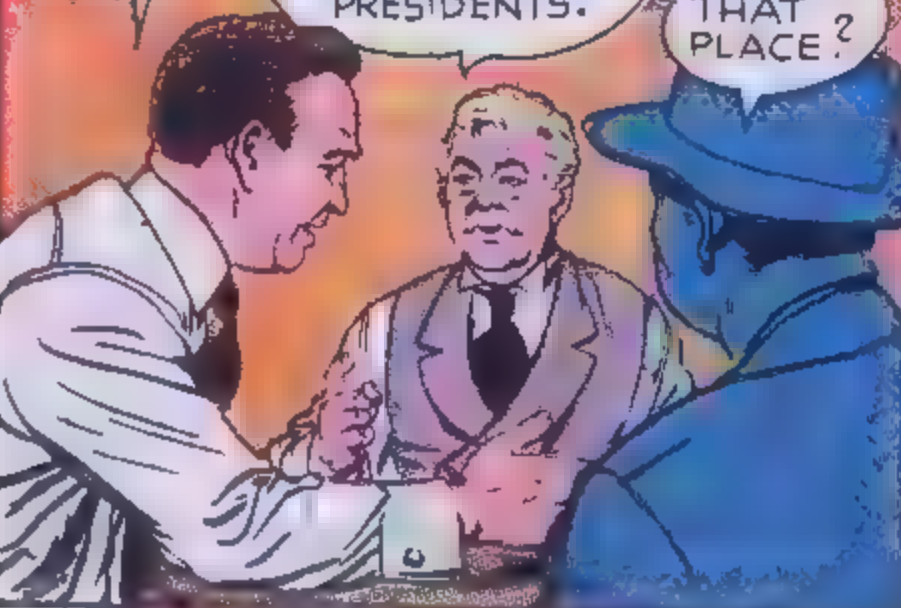
I'LL GET IT FROM THE FINEST GENTLEMAN THAT EVER RACED A HORSE-- A VERY DEAR FRIEND OF MINE-- **DAN BROOKS!** HE OWNS A PAPER BOX FACTORY, AND HE'S NEVER TURNED ME DOWN YET! WHAT'S MORE, WE'RE GOING TO BE HIS GUESTS AT LUNCH TODAY!



HE'S GOING TO BUY **US** LUNCH?

AT THE GREENVIEW CLUB, LADDIE-- WHERE EVEN THE BUS BOYS HAVE TO BE BANK PRESIDENTS!

BUT HOW DO **WE** GET INSIDE THAT PLACE?

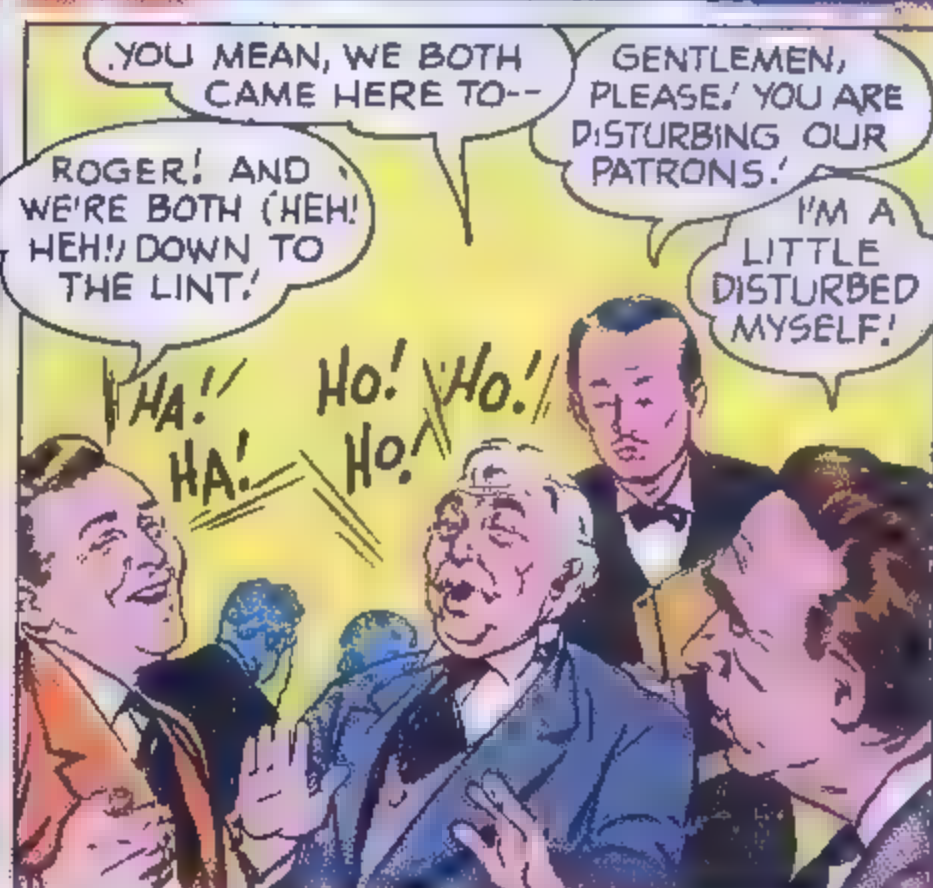
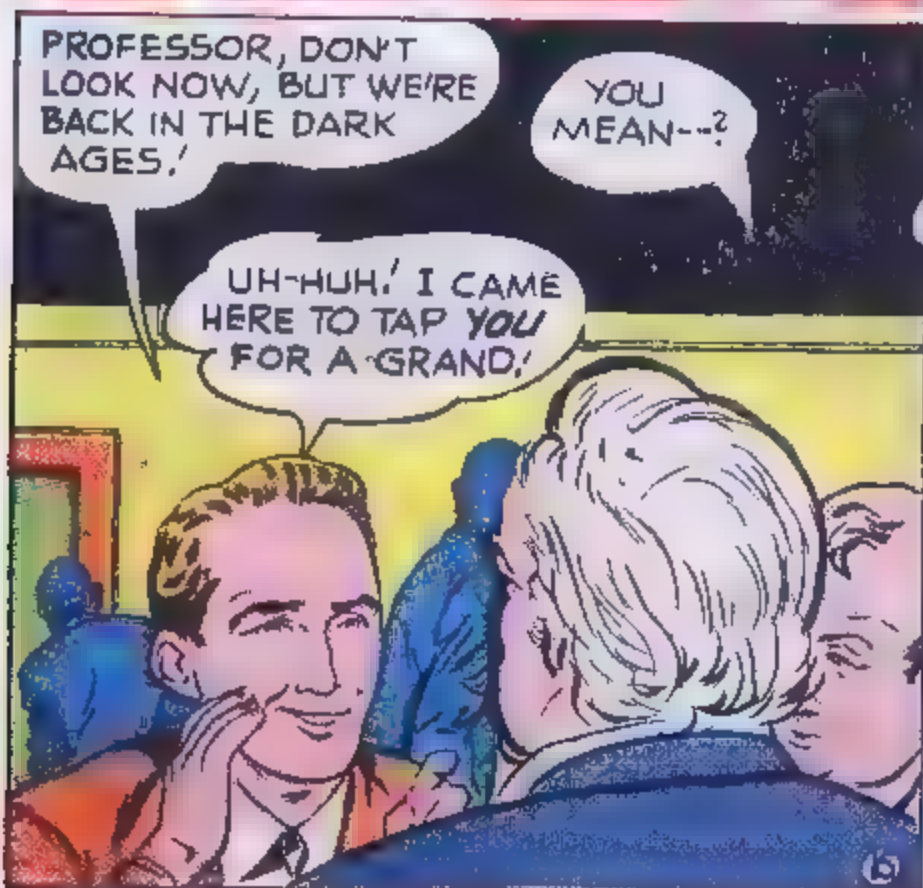
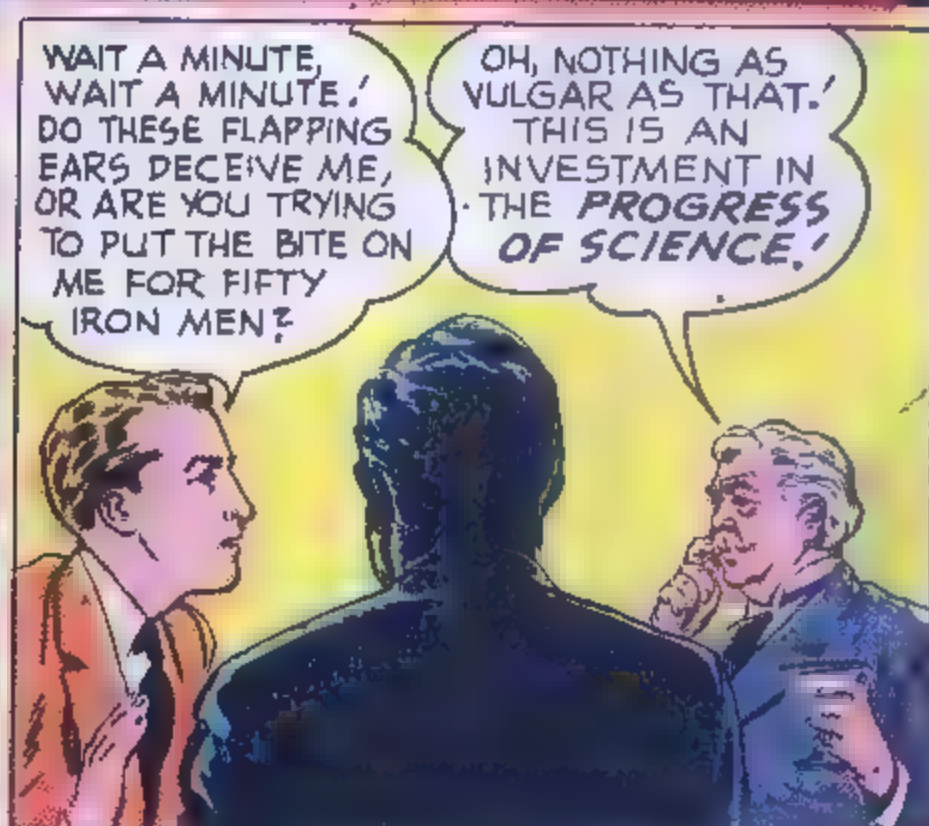
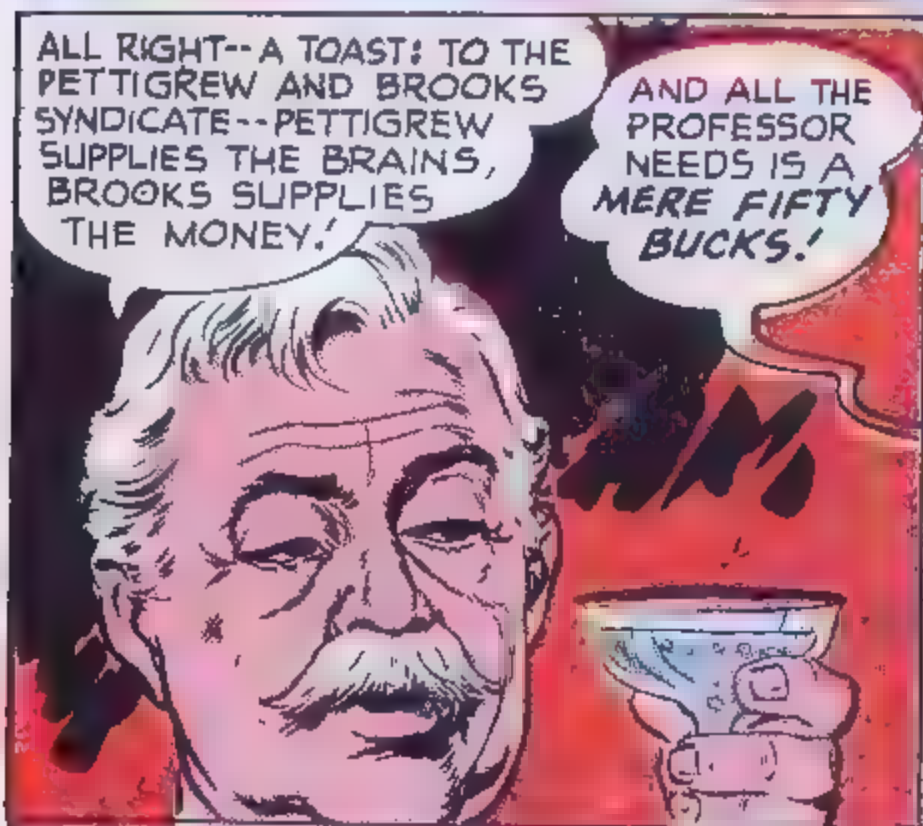
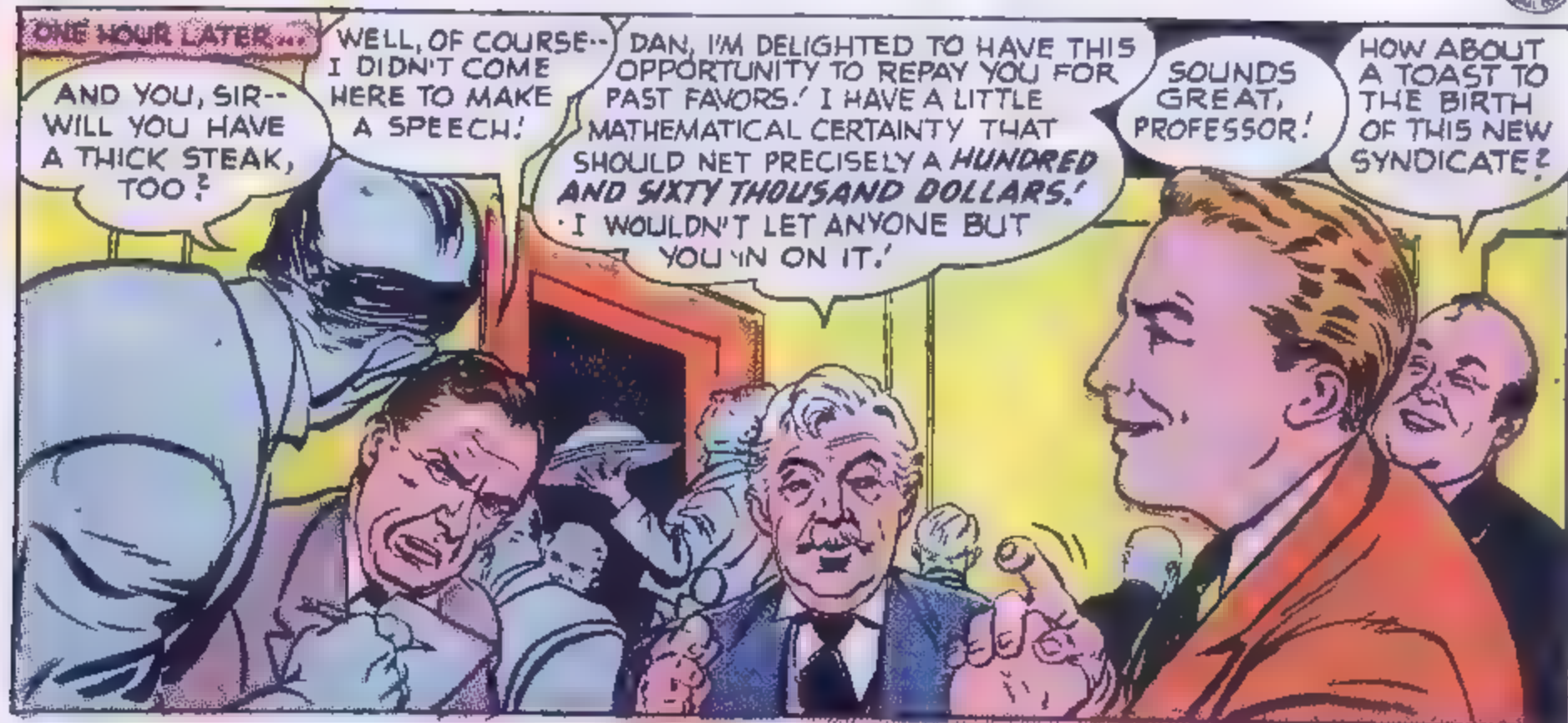


YOU UNDERESTIMATE THE POWER OF CULTURE! I SIMPLY PHONED THEM AND SAID, "PROFESSOR PETTIGREW OF YALE IS LUNCHING WITH MR. BROOKS, THE NOTED MANUFACTURER! PREPARE A TABLE, PLEASE." ER-- BY THE WAY, HAPPY-- HAVE YOU GOT A DIME FOR CARFARE?

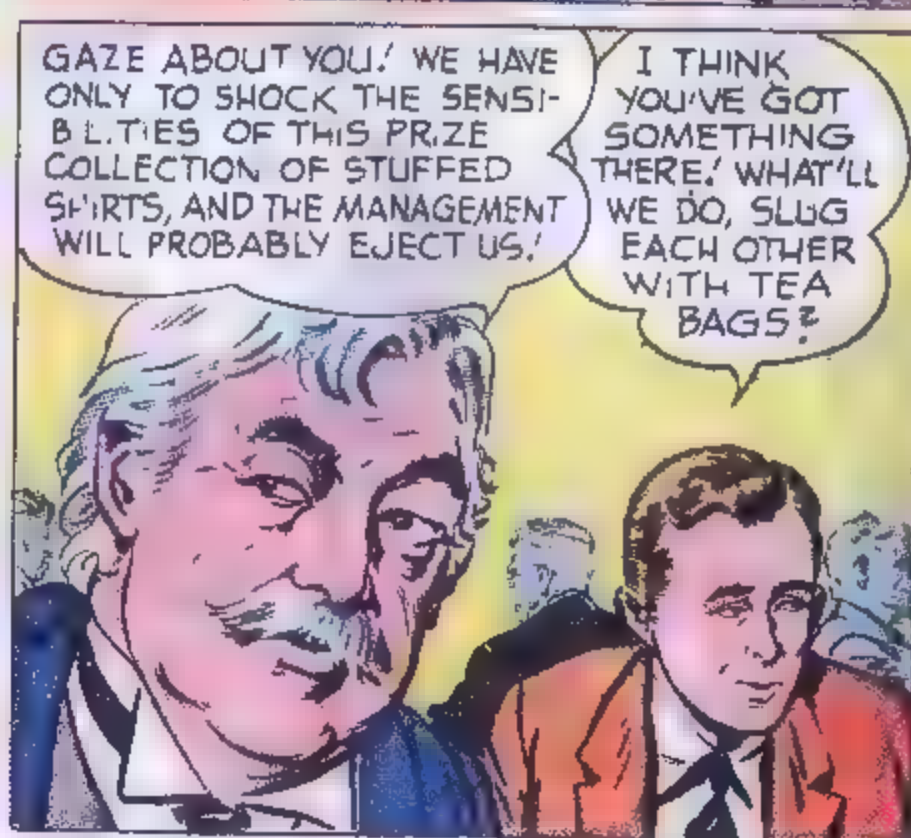
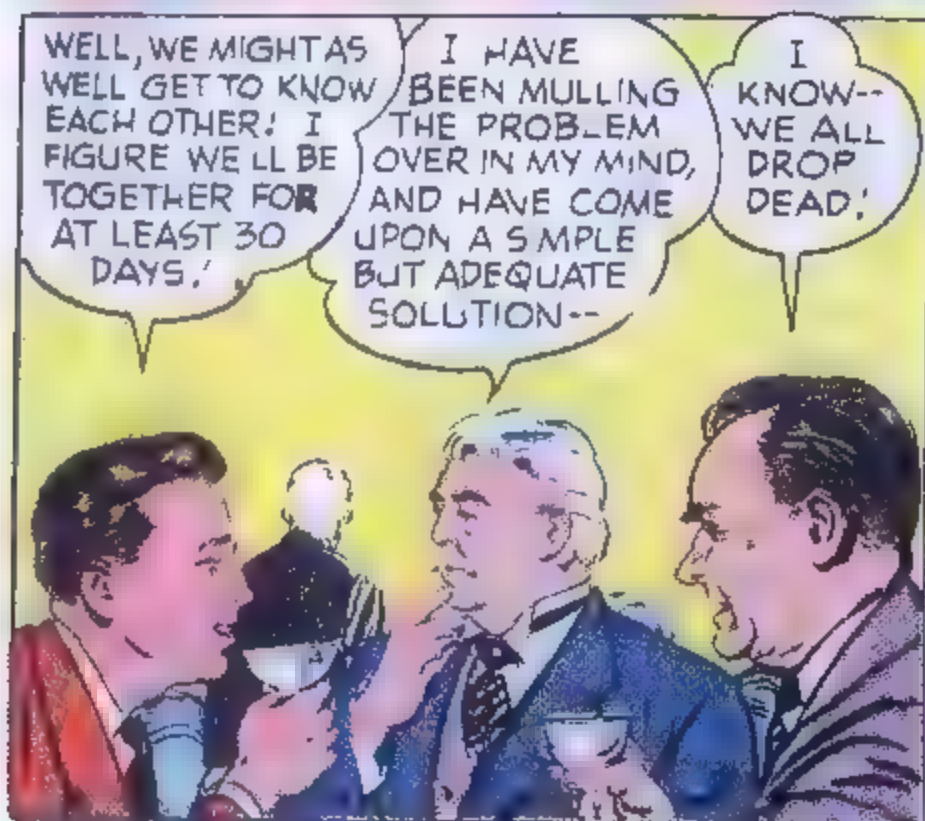
I NEVER CARRY LARGE DENOMINATIONS!













# "U.S. ROYAL"

WITH HIS  
JET-PROPELLED BIKE



"LASSOING  
THE LION"



CIRCUS-TIME  
AGAIN, FELLAS!  
LOOK AT THE  
SIZE OF THAT  
ELEPHANT!

I'M GLAD THOSE  
BARS ARE BETWEEN  
ME AND THAT LION  
THERE... HE SURE IS  
HUNGRY-LOOKING!



DEPUTY U S ROYAL AND THE  
BIKE CLUB BOYS ARE ABOUT  
TO MOVE ON, WHEN SUDDENLY...

GET THE TRAINER...  
THEN FOLLOW ME BOYS!

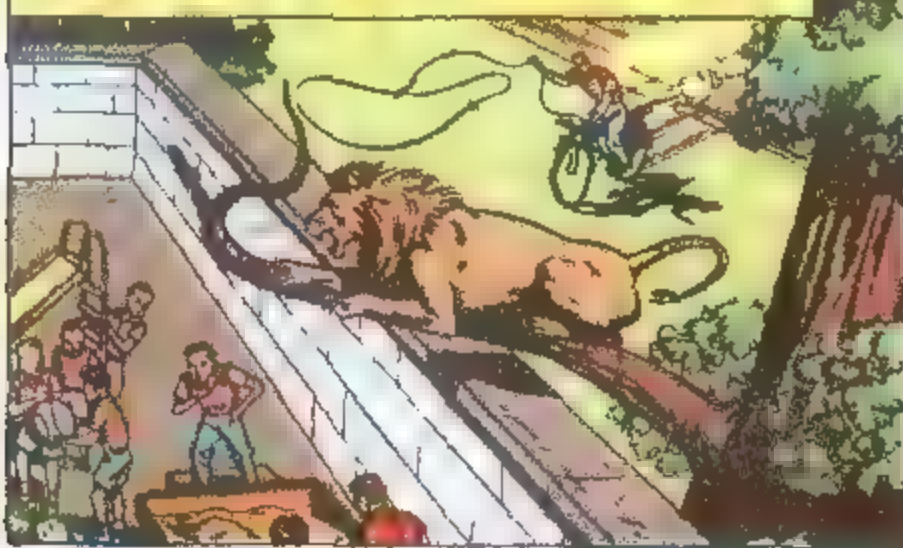


ROYAL JETS OFF AFTER  
THE ESCAPED LION...

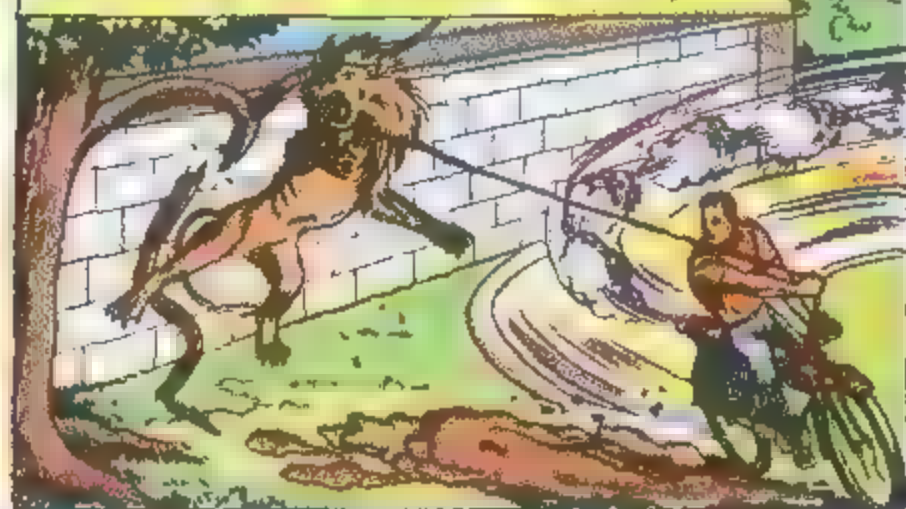
HE'S HEADING FOR THE  
ORPHANAGE WALL! GOTTA  
HEAD HIM OFF BEFORE  
HE GETS INSIDE!



THE HUNGRY BEAST CROUCHES FOR THE SPRING!



... BUT ROYAL'S LASSO HITS ITS MARK, AND  
MR LION IS LEFT CLAWING THE AIR!



AND SOON...

I SHUDDER TO THINK  
WHAT MIGHT HAVE  
HAPPENED IF YOU  
HADN'T GOTTEN TO  
THAT LION  
IN TIME!

I'M MIGHTY GLAD  
I WAS RIDING ON  
U.S. ROYALS... THEY  
ALWAYS SAVE TIME!

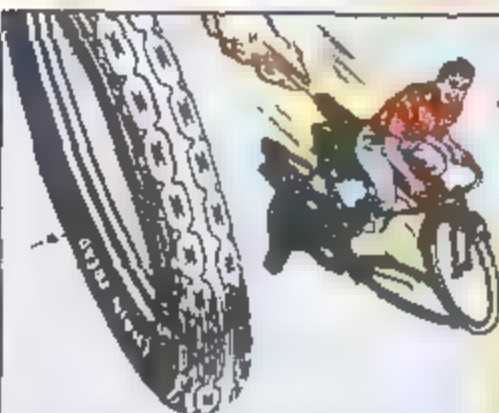
.. AND THIS  
TIME THEY  
SAVED LIVES!



BOYS, WHEN YOU'RE RIDING ON U.S.  
ROYAL BIKE TIRES, YOU CAN BE  
SURE YOUR WHEELS ARE EQUIPPED  
FOR **SPEED PLUS SAFETY!** DON'T  
TAKE CHANCES... GET THE TIRE  
WITH THE BUILT-IN SKID CHAIN!



"AT TOP SPEED, WHEN TOP CONTROL  
COUNTS, YOU CAN COUNT ON U.S.  
ROYALS, WITH THEIR BUILT-IN SKID  
CHAIN!"... SAYS U.S. ROYAL.



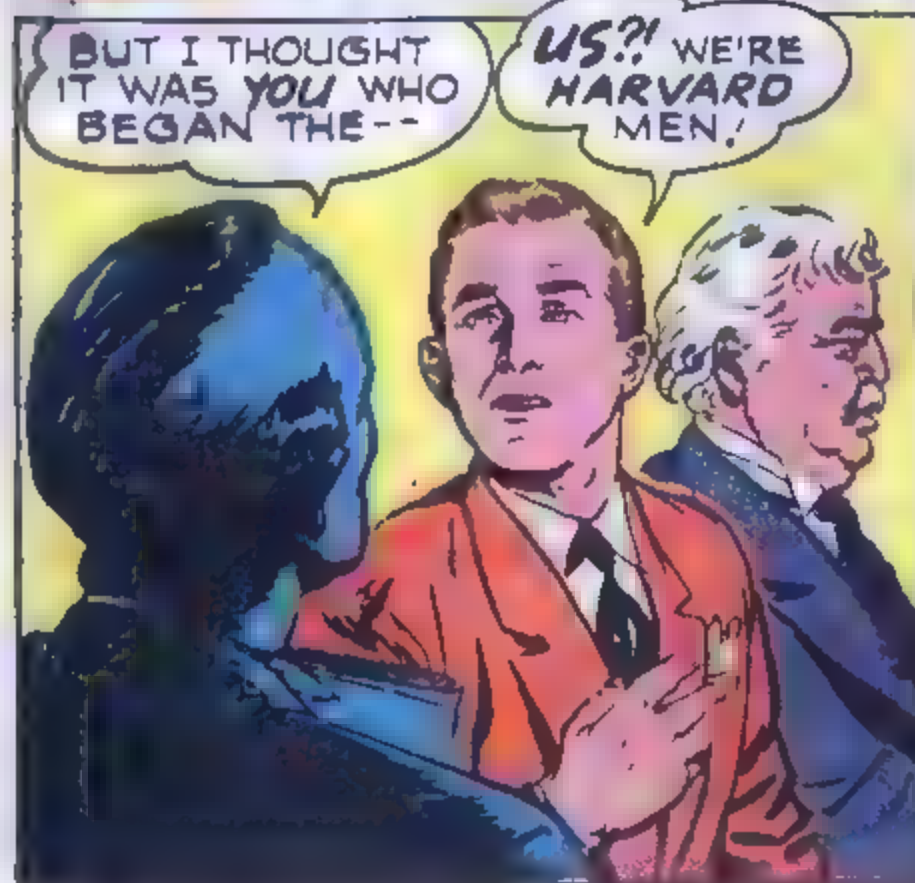
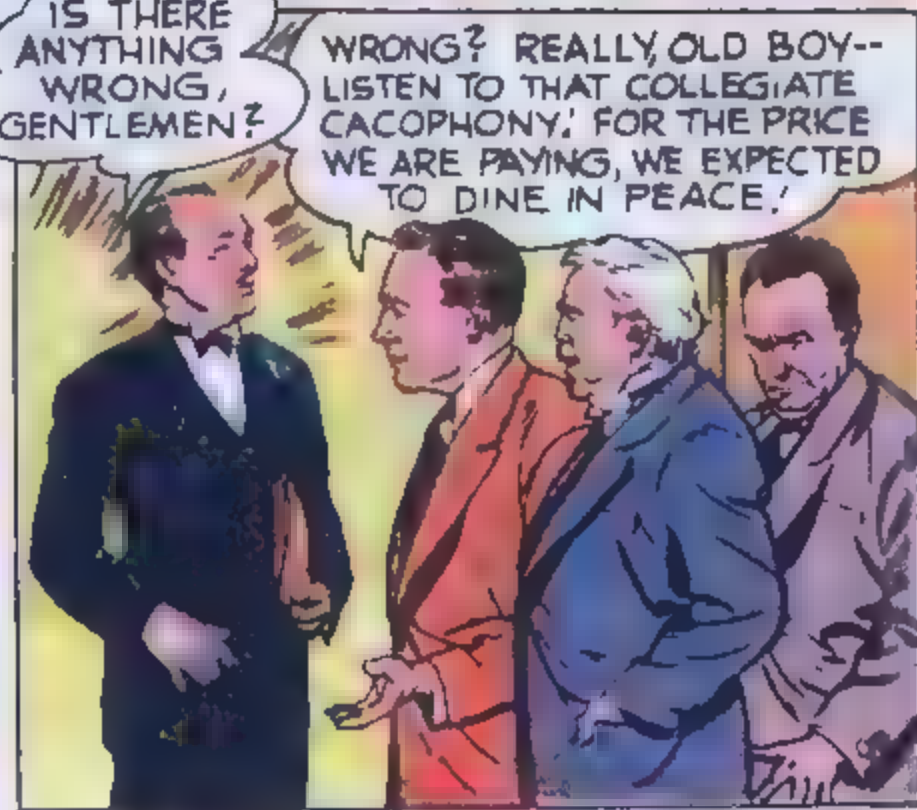
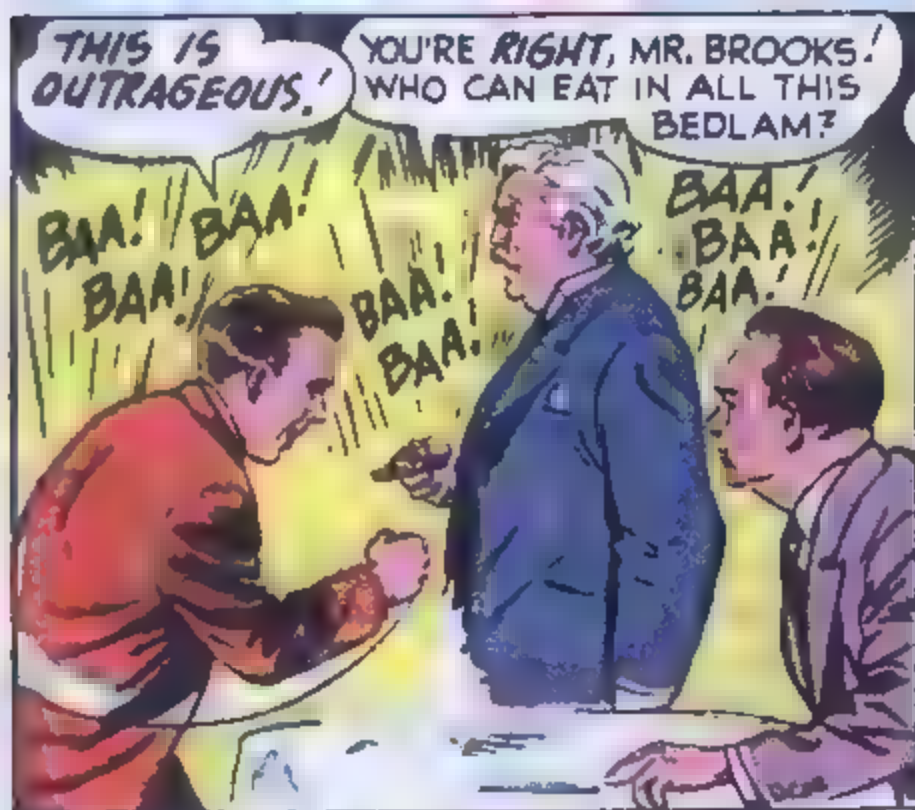
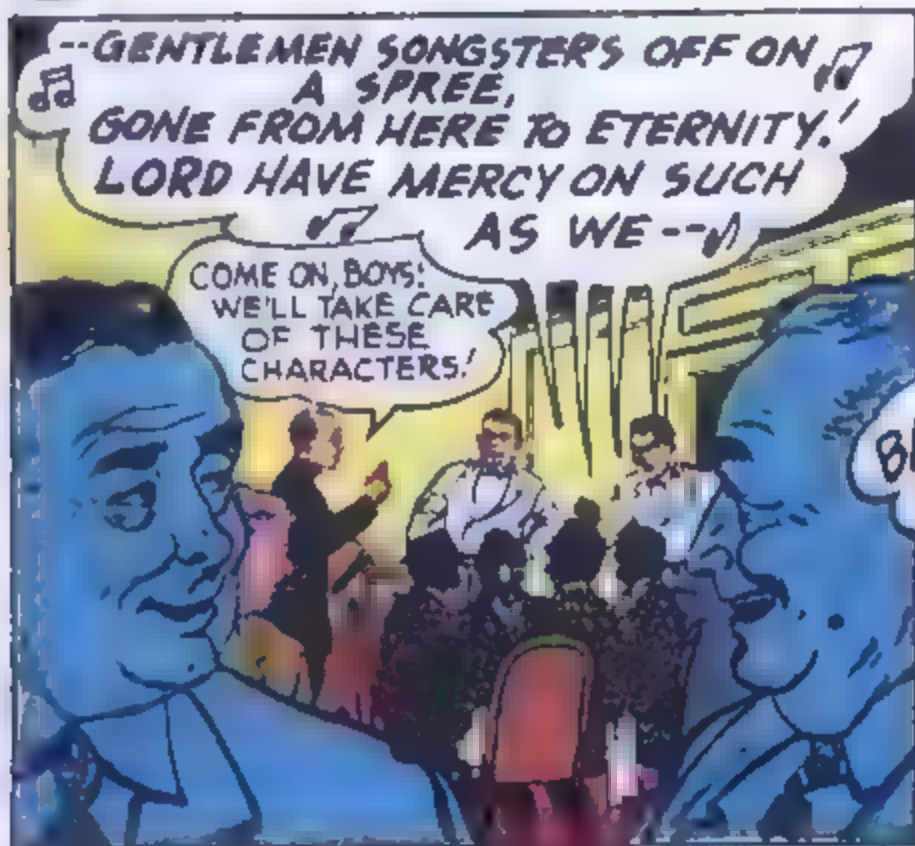
IF YOU WANT TO GET THE MOST WEAR  
OUT OF A TIRE, GET THE TIRE WITH  
THE MOST WEAR BUILT INTO IT... GET  
U.S. ROYAL BIKE TIRES, WITH THAT  
BUILT-IN SKID CHAIN

## U.S. ROYAL BIKE TIRES



Products of  
UNITED STATES RUBBER COMPANY







LATER, IN POP JONES' BARN...

MR. BROOKS! OUR TRUCK IS GONE.

I SOLD IT TO PROF. PETTIGREW'S LANDLADY FOR FIFTY DOLLARS.

BUT THE ENTRY FEE FOR THE DERBY IS FIVE HUNDRED DOLLARS! WHAT GOOD IS FIFTY BUCKS?

EVERY DAY THEY RUN A FLOCK OF SMALL RACES FOR THOUSAND DOLLAR PURSES. WE'LL ENTER BROADWAY BILL IN ONE OF THEM AND WE'RE HOME! ALL WE NEED IS THIS FIFTY SLUGS FOR A JOCKEY AND EXPENSES.

SHORTLY, AT THE TRACK--

WHAT'S THE MATTER? THEY'VE BEEN AT THE POST FOR TEN MINUTES!

THEY'RE HAVING TROUBLE WITH BROADWAY BILL!

TURN AROUND THERE--HOLD HIM--LEAD HIM TO IT--TURN HIM AROUND AND BRING HIM IN THERE!

HE'S HALF HORSE AND HALF NUTS.

I GUESS HE AIN'T READY YET, MR. BROOKS!

SURE HE IS. IT'S JUST THAT ALL THOSE HORSES MAKE HIM NERVOUS! ONCE HE GETS RUNNING, HE'LL BE SO FAR IN FRONT HE'LL FEEL AT HOME AGAIN.

THAT'S THE END OF BROADWAY BILL IN THIS RACE! PUT HIM ON THE SCHOOL LIST BEFORE HE STARTS AGAIN! NOW GET HIM OFF THE TRACK!

POOR DAN! I WONDER WHAT HE'S GOING TO DO WITH BROADWAY BILL NOW.

EAT HIM!



**MEANWHILE, IN HIGGINSVILLE...**

MARGARET: ARE YOU GOING TO ANNOUNCE AT THE PARTY TONIGHT THAT YOUR WEDDING IS ALL OFF?

ALICE: OF COURSE NOT ALICE! DAN WILL BE HERE FOR THE WEDDING!

MARGARET: THEN YOU'VE HEARD FROM HIM?

ALICE: I GOT A LETTER YESTERDAY - ALL ABOUT HIS BEING SORRY - HOPES I UNDERSTAND - STILL LOVES ME - BEGS ME TO JOIN HIM AND MARRY HIM DOWN THERE! THAT'S ABOUT ALL! THE REST OF IT IS ABOUT A ROOSTER OR SOMETHING! - BROADWAY BILL WON'T RUN WITHOUT HIM OR SOME SUCH RIDICULOUS THING!

MARGARET: SKEETER! I GAVE HIM THAT NAME, DID YOU SEND HIM TO DAN?

ALICE: OF COURSE NOT! YOU'RE JUST AS SILLY AS HE IS. ANYWAY DAN WILL BE BACK FOR THE WEDDING! THIS CRAZY TRIP IS JUST WHAT HE NEEDED TO BLOW OFF STEAM.

MARGARET: MARGARET, PLEASE DON'T MIND IF I TALK TO YOU ABOUT THIS! I KNOW IT'S PRESUMPTUOUS OF ME TO GIVE YOU ADVICE-- BUT YOU'LL GO A LONG WAY BEFORE YOU FIND ANYONE LIKE DAN! WHY DON'T YOU GO TO HIM-- MARRY HIM - BE WITH HIM? HE LOVES YOU--

ALICE: IF HE LOVES ME, HE'LL COME BACK.

**NEXT DAY--**

MARGARET: SKEETER!

MARGARET: PRINCESS! GEE, I'M GLAD TO SEE YOU!

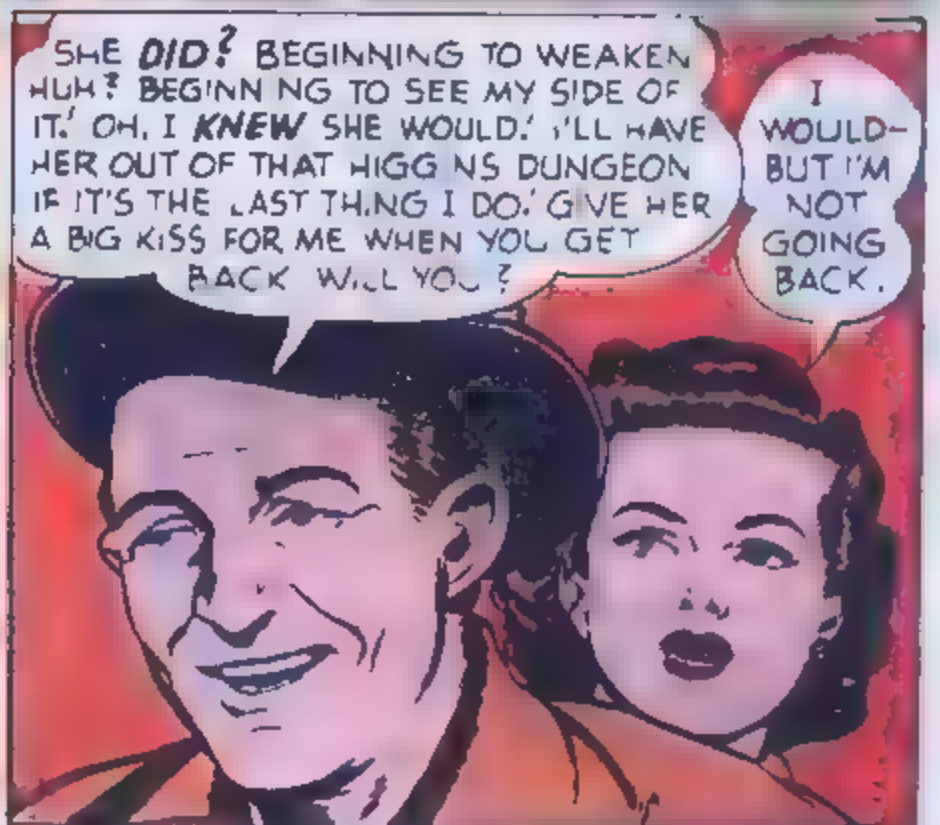
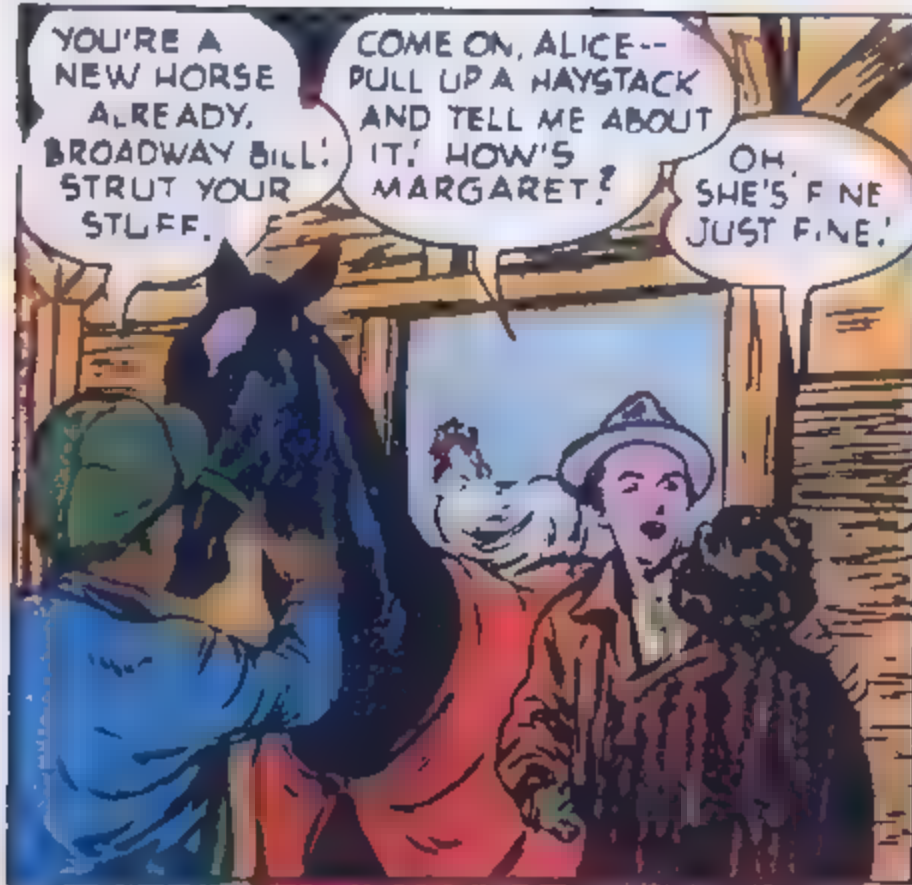
DAN: DAN! YOU'RE SMOTHERING SKEETER!

ALICE: SAY, BILL! LOOK WHO'S COME TO SEE YOU-- YOUR BOY FRIEND!





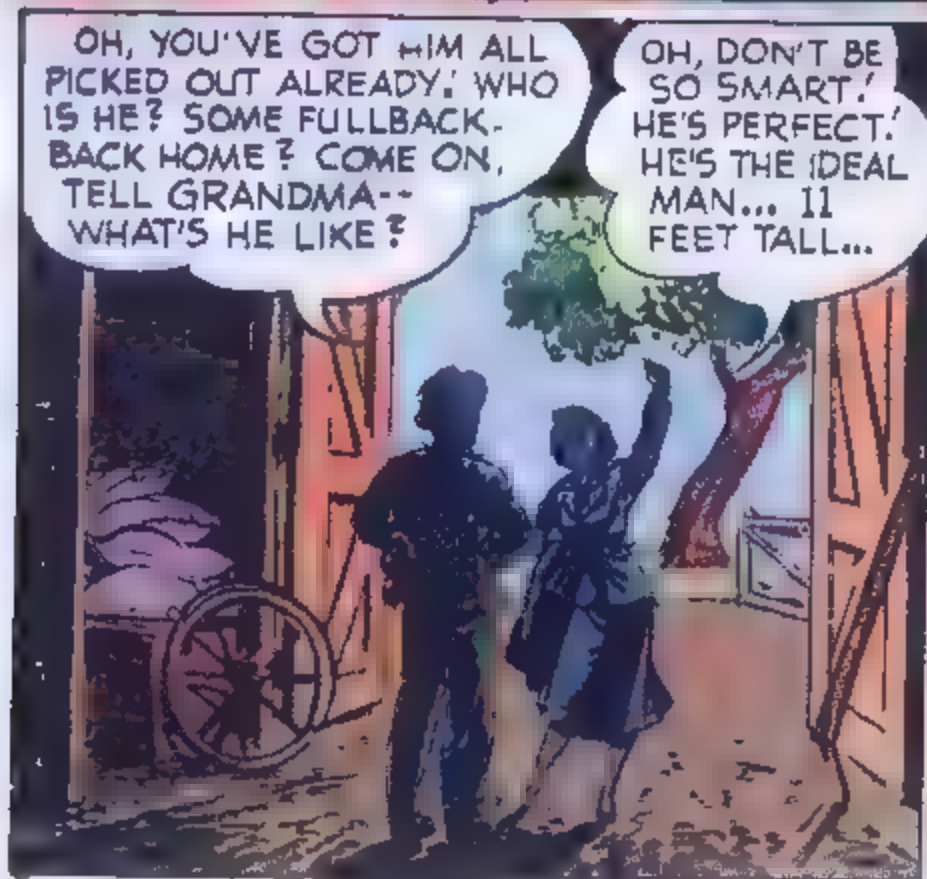
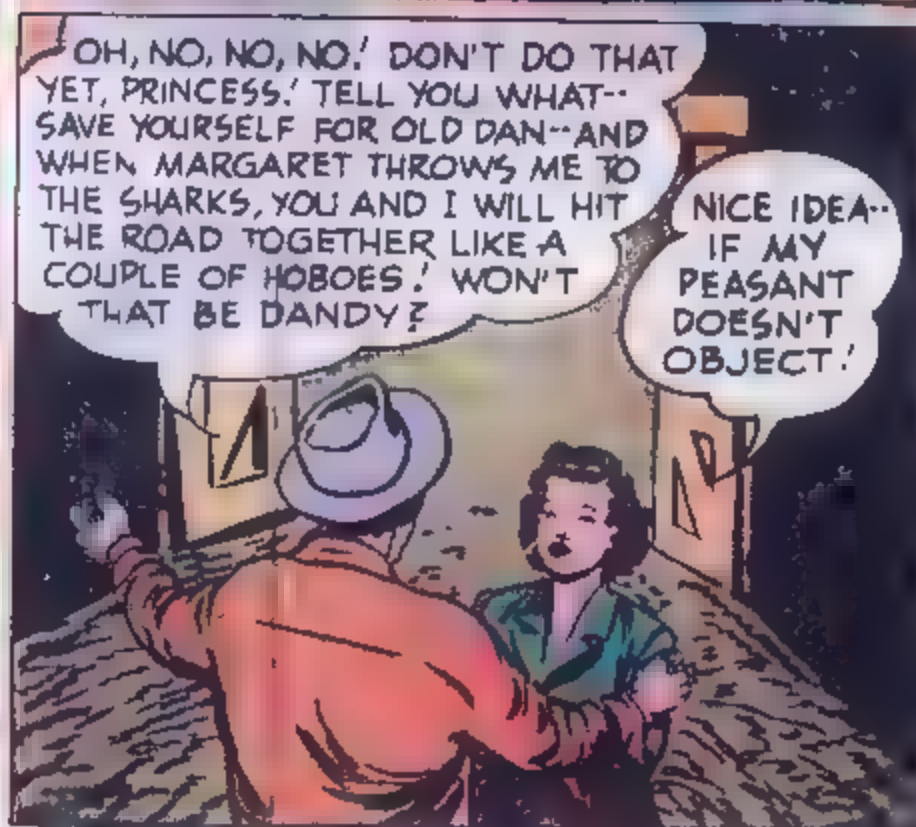
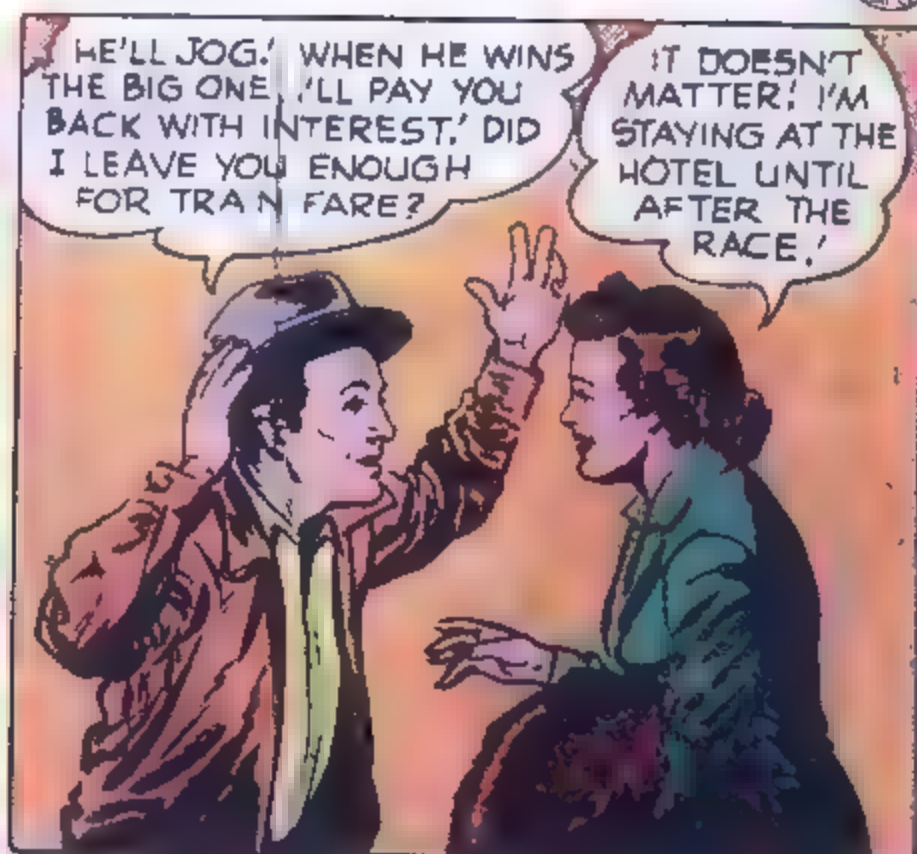
# FEATURE FILMS



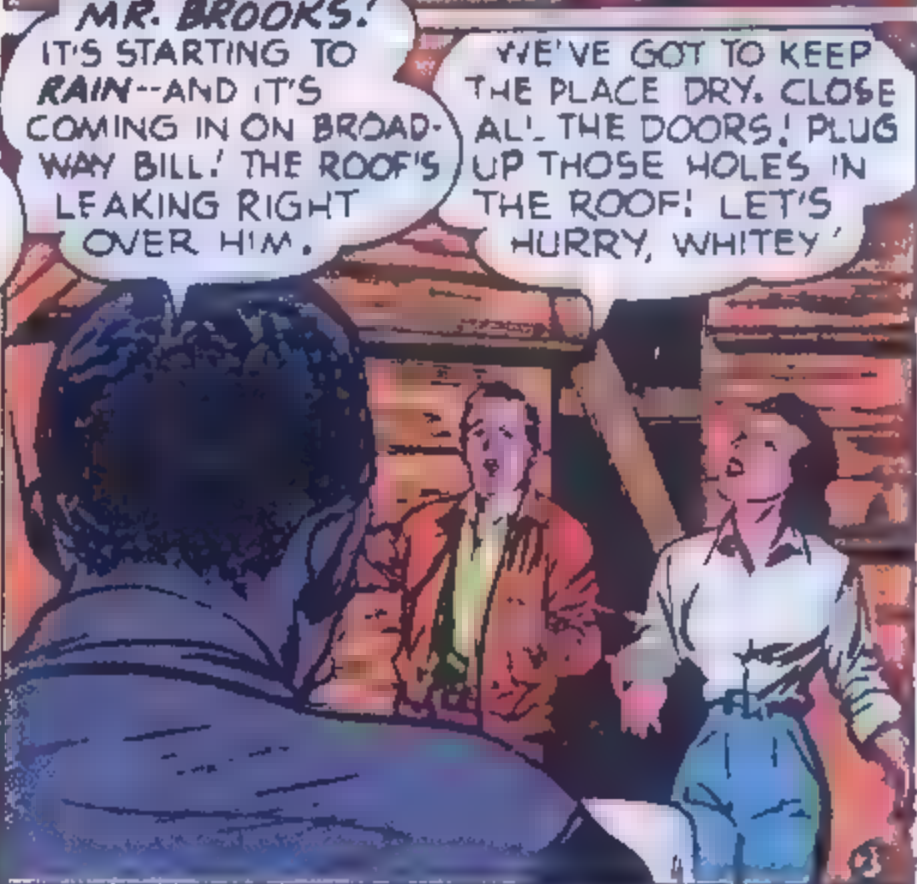
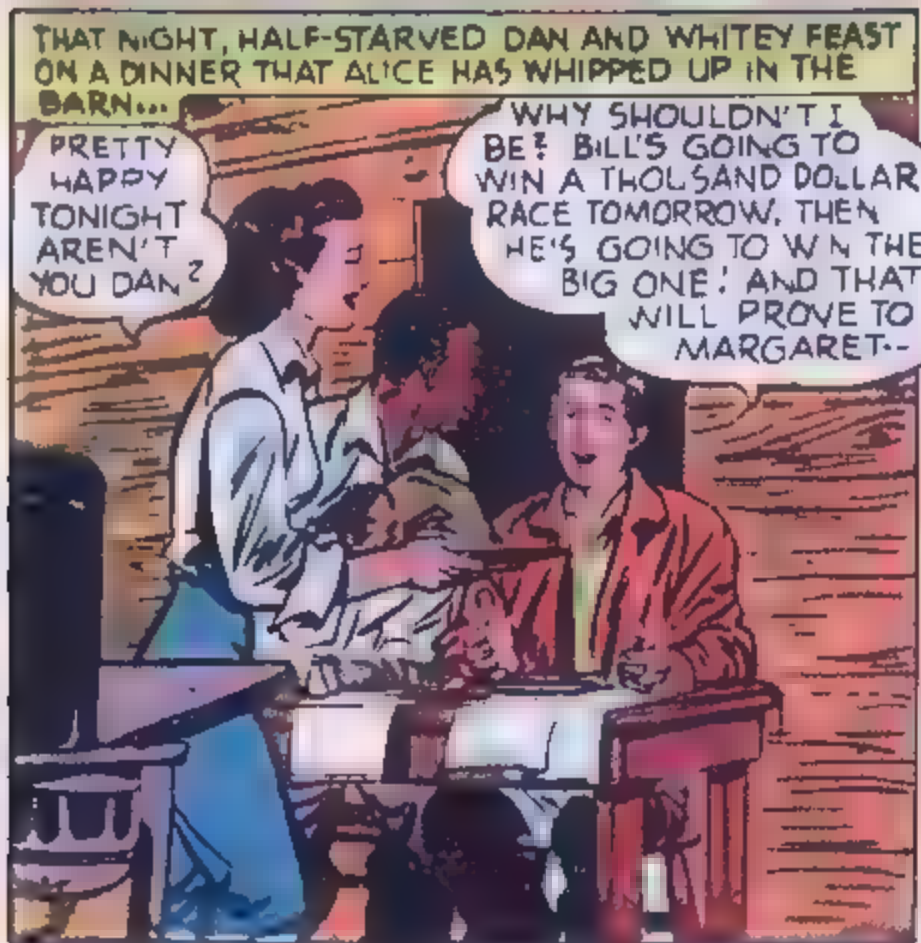
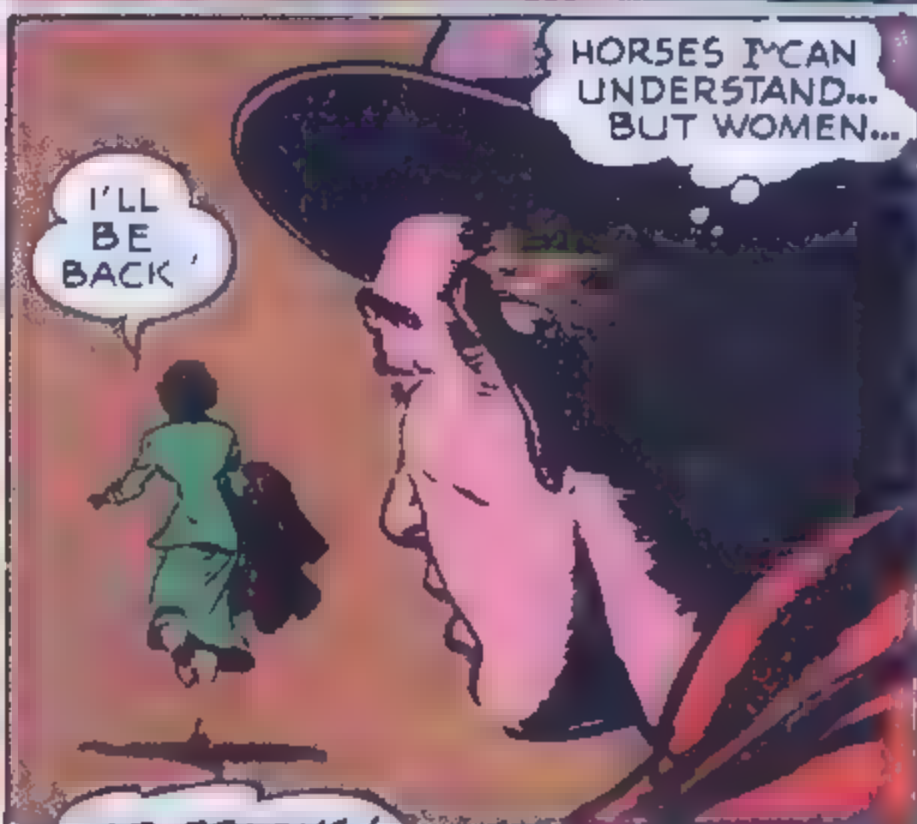
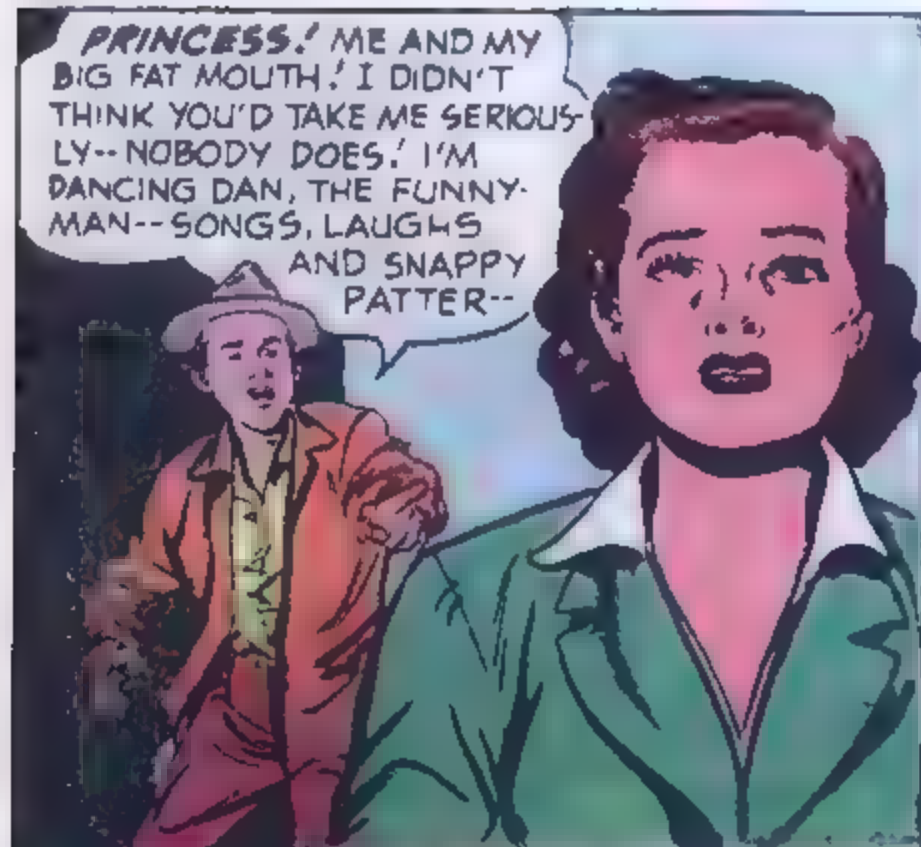




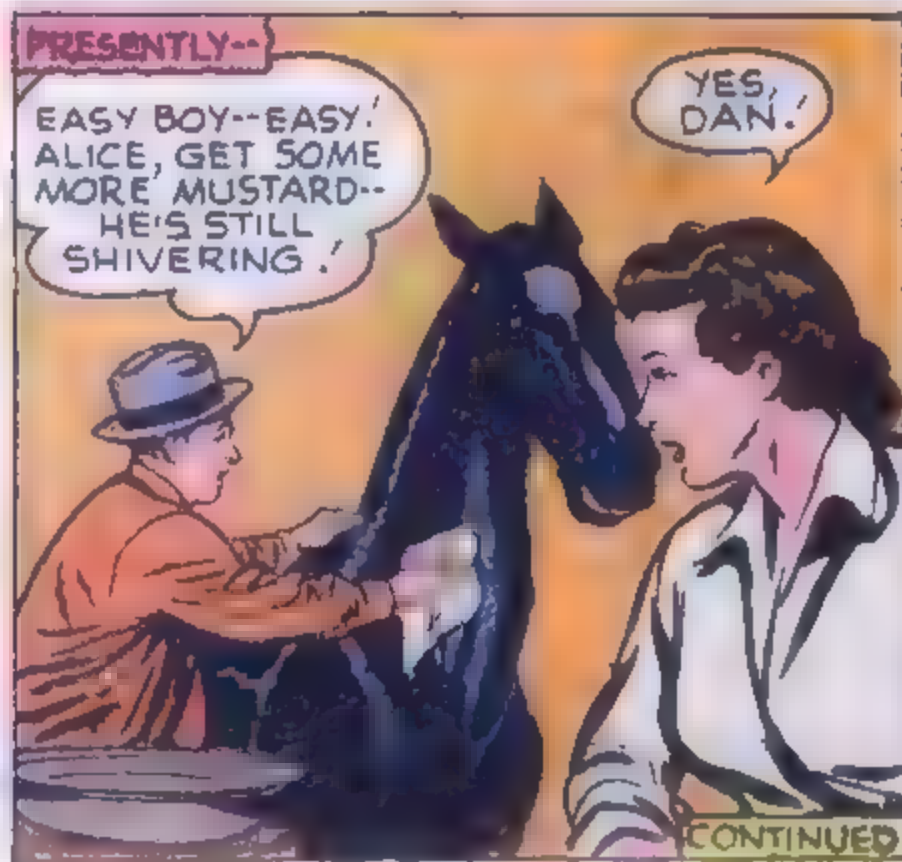
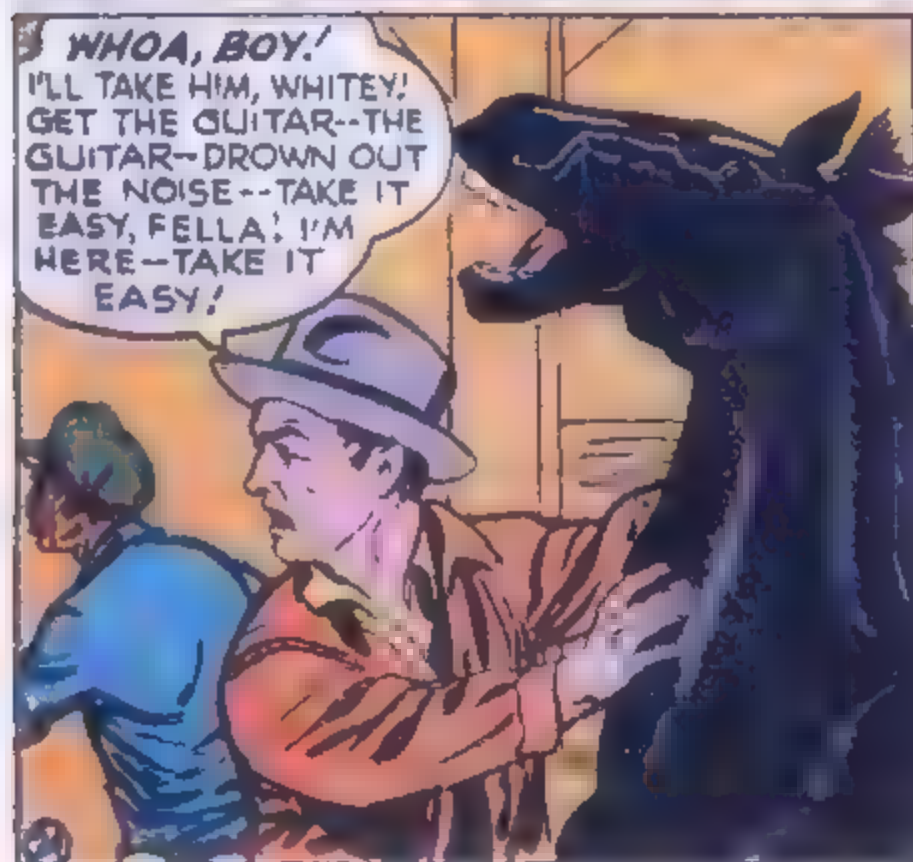
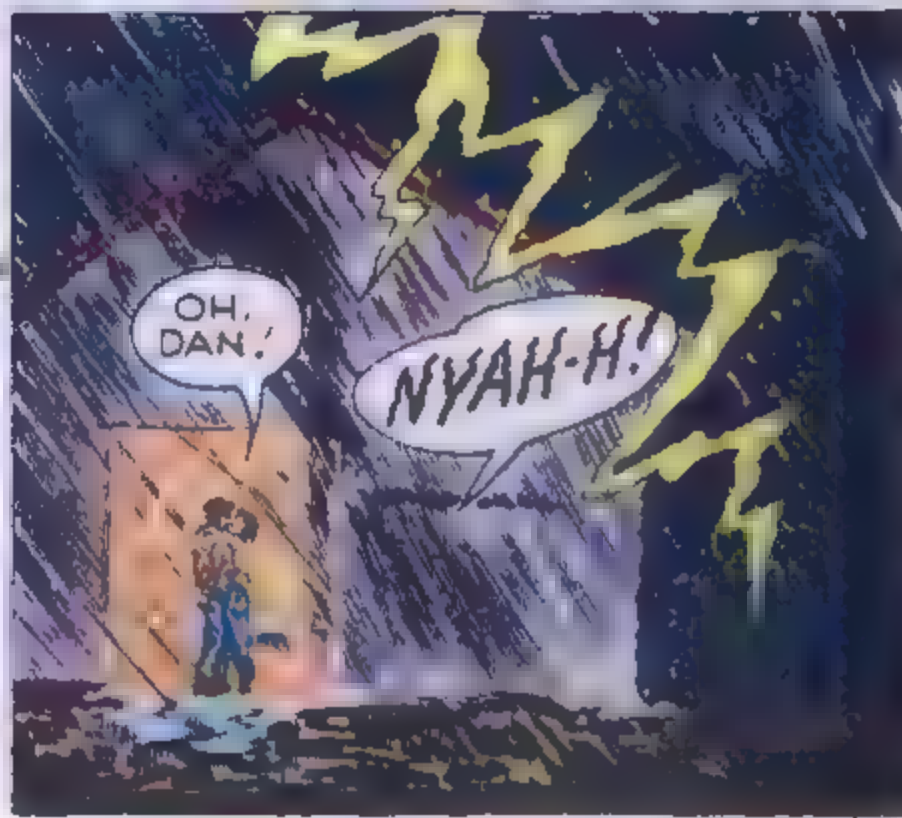
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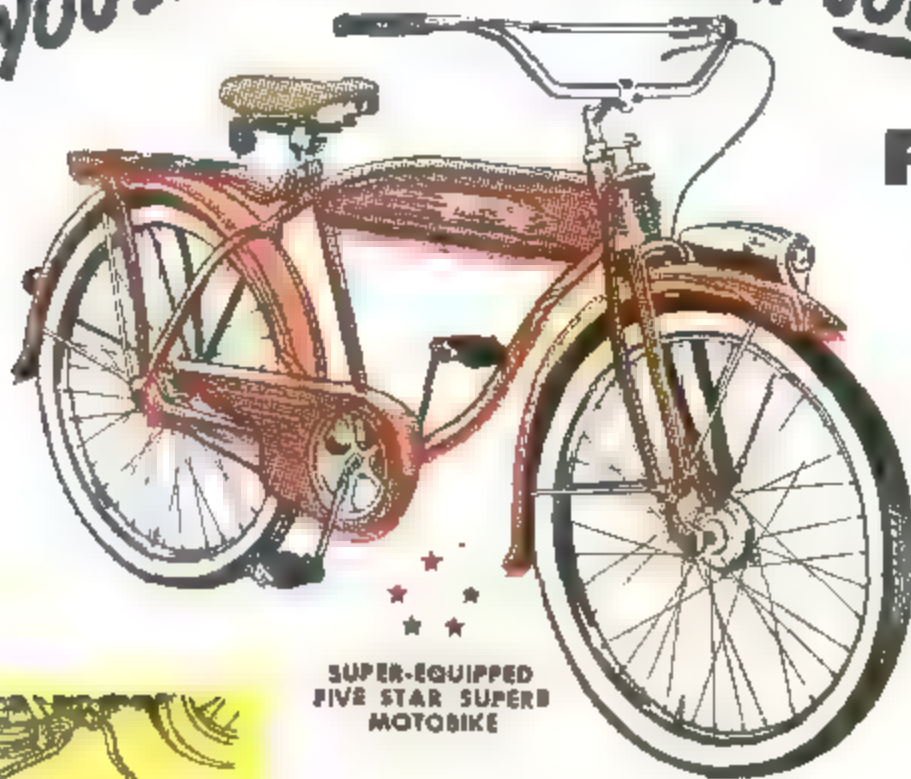




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**YOU'LL WANT THIS GREAT COLUMBIA WITH**

**FLOATING-  
ACTION  
SPRING  
FORK**



**SUPER-EQUIPPED  
FIVE STAR SUPER  
MOTOBIKE**



**BUILT-IN KICK STAND**  
for convenient parking,  
streamlined riding.



**COLUMBIA PROTECTO-  
LOCK** to give you  
real burglar-proof  
security

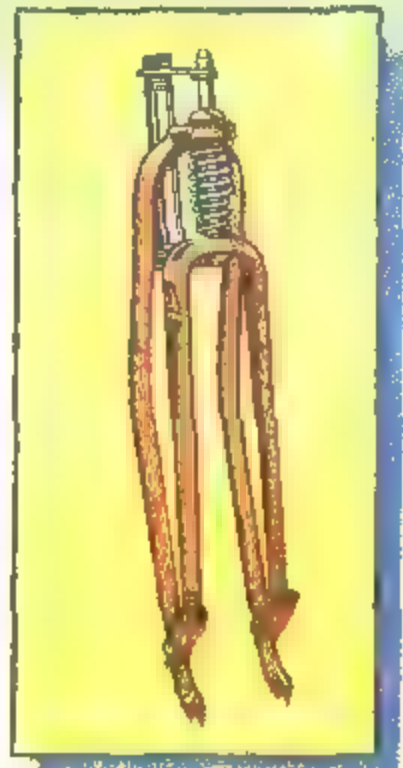


**FULL PROTECTION  
CHAIN GUARD** in an  
air-flow design that  
adds wings to Colum-  
bia's speedy looks.



**THERM-O-MATIC FRAME**,  
the heart of your bike  
where strength is com-  
bined with streamlining.

Yes, Sir, it's today's greatest bike! You'll go wild over its smo-o-oth Columbia Floating-Action Spring Fork that rides you in the clouds, even over the bumpiest roads. You'll love its flashy Duo-Tone Colors . . . Gleaming Chrome . . . Front Wheel Expanding Brake (in addition to Coaster Brake!) . . . Cross-Braced Handlebar . . . the Super-Deluxe Grain-Leather Saddle with Chrome Springs and Crash Rail . . . the snazzy White Side Wall Tires . . . and other deluxe equipment!



**COLUMBIA'S FLOATING-ACTION  
SPRING FORK** actually suspends the front wheel from the spring, resulting in a free, easy ride that levels out bumps, eliminates handlebar shock. No other spring fork today can give you such a thrilling ride!

Available separately to fit your present bike for only \$12.50. Ask your dealer about it.

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**SINCE 1877 . . .  
AMERICA'S FIRST BICYCLE**

**MAIL THIS COUPON TODAY!**

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A45 Cycle Street, Westfield, Massachusetts**

Please send me, free of charge, big illustrated folder of exciting new models by Columbia in full color.

Name \_\_\_\_\_ Age \_\_\_\_\_

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# MOVIE MIRTH

WELL, SPIKE,  
YOU'VE PAID  
YOUR DEBT TO  
SOCIETY!  
...YOU'RE A  
FREE MAN!

THANKS,  
WARDEN!  
I'VE LEARNED  
MY LESSON!

I'M GOING TO  
GO STRAIGHT!  
I'LL GET A JOB!  
I NEVER WANT  
TO WEAR A  
PRISON UNIFORM  
AGAIN!!

HMM--- I'LL  
APPLY FOR  
THIS JOB!

OKAY, SPIKE!  
THE JOB IS  
YOURS! REPORT  
TO THE ARCO  
THEATRE!

GEE,  
THANKS!

SEE  
This  
Amazing  
STORY OF  
PRISON LIFE

ARCO  
THEATRE

Now  
Showing!  
20 Years  
in the  
BIG HOUSE

The  
END.

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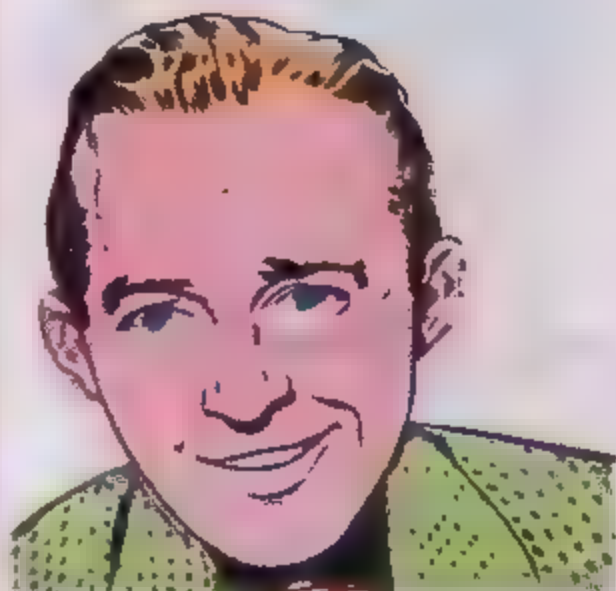
WONDER WOMAN

WORLD'S FINEST



# Meet the Stars

**BING CROSBY**  
(*Dan Brooks*)



Almost two decades ago, a young man with frank blue eyes and an easygoing manner appeared in his first movie, "The Big Broadcast of 1932." His name was Bing Crosby. Had he been able to look into the future and see that his popularity would soar until his very name became a legend, the young singer would have been overwhelmed. The whole world knows Bing Crosby by his first name, and it is said that his voice is being heard by someone, somewhere, every minute of the day and night!

Bing was born Harry Lillis Crosby in Tacoma, Washington, the fourth of seven children. His first job was in a Spokane pickle factory, where his father worked. But his parents wanted him to become a lawyer, so he went to Gonzaga University and enjoyed such extracurricular activities as var-

sity baseball and the Glee Club. Then Fate beckoned in the form of Al Rinker, an orchestra leader who needed a drummer. Harry Lillis volunteered for the job . . . and became Bing from that moment!

In 1925, when the band broke up, Al Rinker and Bing teamed up and were booked into a Los Angeles night spot, with singing as their specialty. Eventually Paul Whiteman caught their act, liked it, and signed them. For a while Bing sang in a Whiteman trio, but gradually he began to attract notice as a soloist. His popularity at Hollywood's famed Coconut Grove led to phonograph recordings, which in turn led to a radio program over CBS. Then came the movie offers . . . and the rest is history! Among his many screen hits have been "Pennies from Heaven," "Blue Skies," and "Mr. Music." When Bing co-starred with Bob Hope in "Road to Zanzibar," the fans' enthusiasm was so overwhelming that several sequels followed—"Road to Morocco," "Road to Utopia," and "Road to Rio." Crosby's sense of humor met its equal in Bob Hope, and the two celebrities are co-stars, co-golfers, and co-businessmen. Their friendship is even greater than all the publicity anecdotes about it.

As for his acting, Bing proved his talents in 1944 by winning the coveted "Oscar" for his portrayal of a priest in Paramount's "Going My Way." And besides boasting an Academy Award, too, he has a 25,000-acre cattle ranch in Nevada, an overabundance of loud shirts, a collection of pipes which he loves to puff on constantly, and a part-ownership in the Pittsburgh Pirates.

Back in 1930 Bing married an actress named Dixie Lee. Now they are the proud parents of four handsome sons—Gary Evan, Phillip Land and Dennis Michael (the twins), and Linsay Harry.

Bing Crosby, who for the past five years has been the undisputed box office champion, is a nonchalant, unassuming fellow whose attitude is often mistaken for laziness. Actually his schedule is amazingly arduous—and during the war his bond tour and Red Cross activities, both here and overseas, were enough to exhaust anyone.

This five-foot nine, 165 lb. man, who always wears a hat pushed back on his head, possesses not only the singing ability which earned him an honorary degree of Doctor of Music from his Alma Mater, but the singular talent of making all the world love him.



## COLEEN GRAY

(Alice Higgins)

Coleen Gray was born Doris Jensen in 1922, the daughter of a Nebraska farmer. Although she held a variety of jobs, none of them pointed to an eventual acting career. After receiving her B.A. degree from Hamline University in St. Paul, Minnesota, Coleen worked as a waitress in Montana's Glacier Park Hotel, then as a librarian at the University of Southern California (where she took courses in art and Spanish), and finally, as a receptionist at

the Los Angeles Y.W.C.A.

It was during this last period that she noticed an item in the paper which recalled a play she had appeared in at college. The item was an audition announcement for a drama school production of "Letters to Lucerne," and Coleen knew the second lead part. She tried out for it, just for fun, and got the role. Much to her surprise, her portrayal led to more amateur stage appearances, and in 1944 an agent arranged a screen test for her which resulted in a contract. Coleen began with a brief role in "Red River" and soon be-

came a rising star on the Paramount lot. She is five-foot three,



weighs 113 pounds, loves good music and literature—and is ecstatic over her unexpected success.

## CHARLES BICKFORD

(J. L. Higgins)



Charles Bickford always wanted to be a famous explorer and world

traveler, so during his senior year at high school in Everett, Massachusetts, he quit to take a cruise. After working as seaman for a while, he returned home and decided to become an engineer instead.

Upon graduation from the Massachusetts Institute of Technology, he worked on construction jobs all over the country. One day, between jobs in San Francisco, he met a burlesque producer who liked his rugged good looks and magnetic personality. Bickford, who'd never realized he had

a dramatic streak in him, soon found it out when he accepted the man's offer of a temporary acting job.

After a year he returned East to obtain more theatrical training via a Boston stock company, and finally after twelve years of road shows he made his Broadway debut in Maxwell Anderson's "Outside Looking In." Three seasons on the legitimate stage led to a Hollywood contract. Bickford liked Hollywood and Hollywood liked him; he's been there ever since.

## FRANCES GIFFORD

(Margaret Higgins)

Frances Gifford was beautiful and talented and she lived in Long Beach, not far from Hollywood. But the obvious never entered her head—that is, to try and become a movie actress. Frances wanted to be a smart woman lawyer. After graduating from high school as valedictorian of her class, she enrolled in the pre-legal course at U.C.L.A. Little did she know that the very next day she would be slated for stardom! It happened while she was sightseeing with a

friend around the Paramount lot. A studio executive saw her and asked her to take a screen test. It resulted in a contract, so Frances promptly gave up law school for "glamor school," posing for bathing suit publicity shots. She kept waiting to go before the cameras, but no assignments seemed to be forthcoming. Then, on New Year's Eve of 1948, she was hurt in an automobile accident and was hospitalized for months.

Upon her recovery, she resumed her acting and this time made good! Audiences liked her in such

films as "Cry Havoc" and "Our Vines Have Tender Grapes," so



now the pretty star is destined for great things—and she's glad she's not a lawyer after all!



# Broadway

WHAT A WONDERFUL TROUPE WE'VE GOT! FIRST THE BACKER WITHDREW HIS MONEY THEN OUR COSTUMES WERE BURNED UP!... BUT YOU KNOW THE OLD SAYING



...THE SHOW MUST GO ON!"



... THEN THE LEADING LADY GOT A FEVER, THE STAGEHANDS QUIT, AND THE MALE LEAD BROKE HIS HAND ... BUT THE SHOW WENT ON!



YESSIR! YOU SURE HAVE A GREAT GANG! WHAT LOYALTY!

YEP! BUT THERE'S ONLY ONE THING WRONG...



... THERE'S NO OLD SAYING THAT THE AUDIENCE MUST STAY ON!



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Starring in  
Manogram Westerns

## Jimmy Wakely

SINGING COWBOY STAR SINGS

For Double-Barreled Pleasure, chum

CHew **Bazooka** BUBBLE GUM!



Straight shooter! Jimmy plugs cattle rustler with one quick shot!



Pardners! Jimmy splits reward with pal, Swifty. You can share Bazooka with your pal... two big chews in each wrap!

It takes steady nerves to charge a cattle stampede! Steady nerves call for Bazooka!



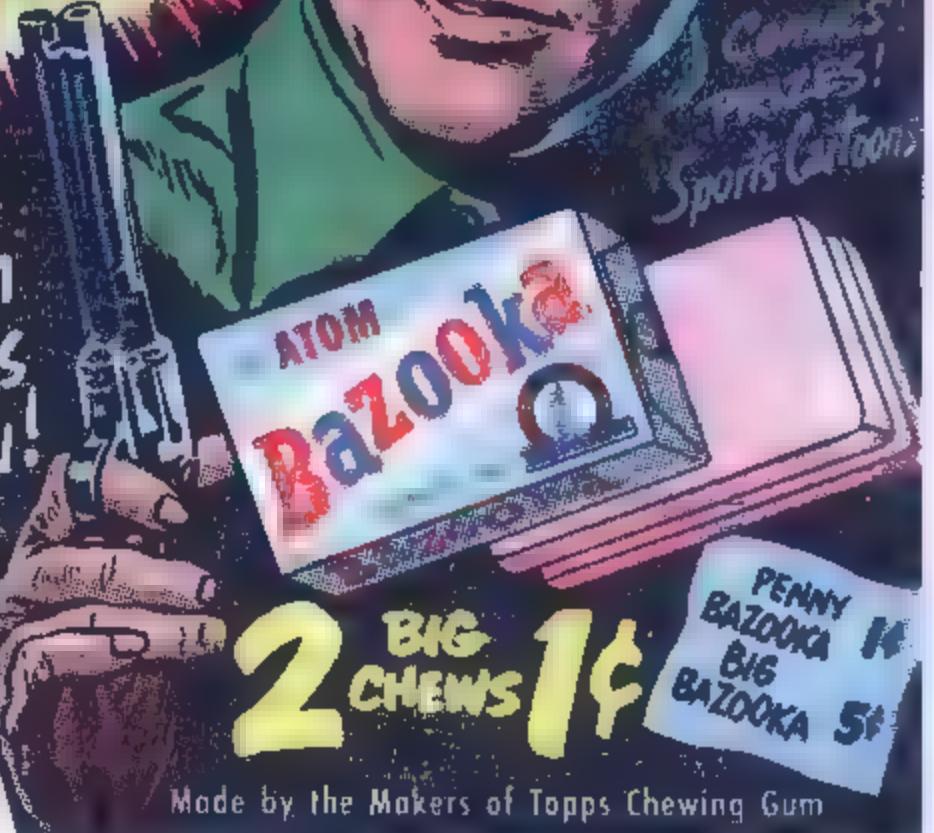
Jimmy sings by the fire and his pals cheer! You'll cheer Bazooka's big bubbles!

Young America's Favorite

Chew the gum the western heroes chew!



Comes in  
Flavors!  
Sports Cartoons



2 BIG CHEWS 1¢

PENNY BAZOOKA 1¢  
BIG BAZOOKA 5¢

Made by the Makers of Topps Chewing Gum



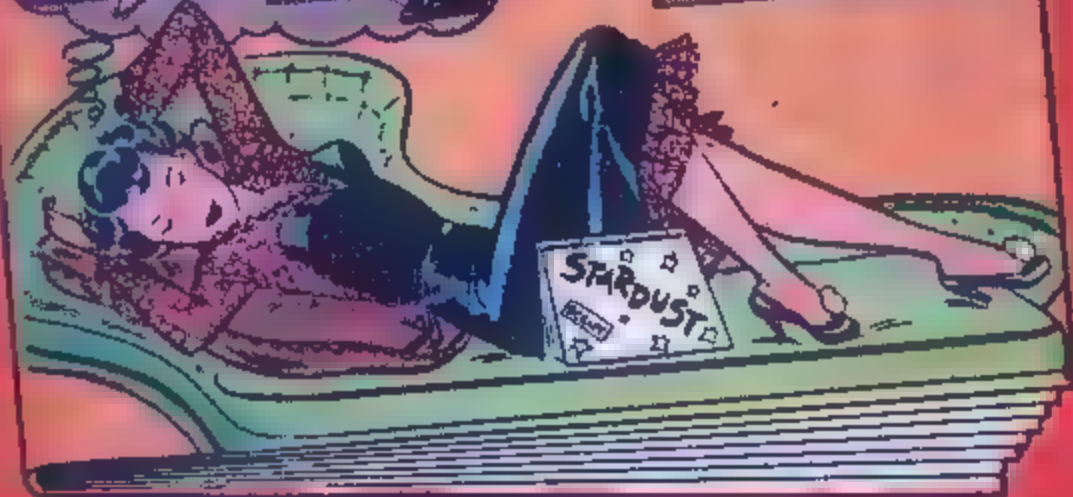
# YOU'LL SEE STARS

EXTRA! THE FRED ASTAIRE DANCE STUDIOS teach you  
"The Astaire Swing Trot!"

DC  
52  
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PAGES

Miss  
**MELODY LANE**  
of  
BROADWAY

NO. 2  
APRIL  
1957



*Come on Along*  
WITH

Miss  
**MELODY LANE**  
of  
BROADWAY

AS SHE MEETS  
THE BRIGHTEST STARS  
IN SHOW BUSINESS!

*This SMASHING*  
SECOND ISSUE  
*features*

- SID CAESAR
  - DINAH SHORE
  - MORTON DOWNEY
  - JANET BLAIR
- plus*  
OTHER GREAT  
FEATURES

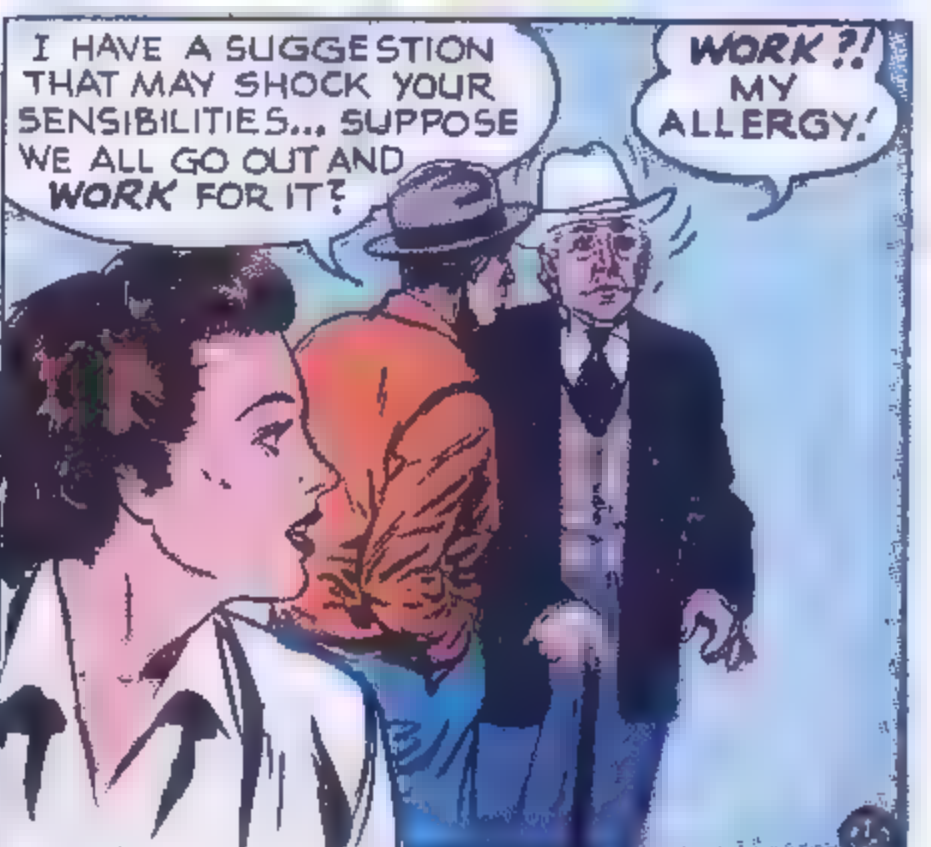
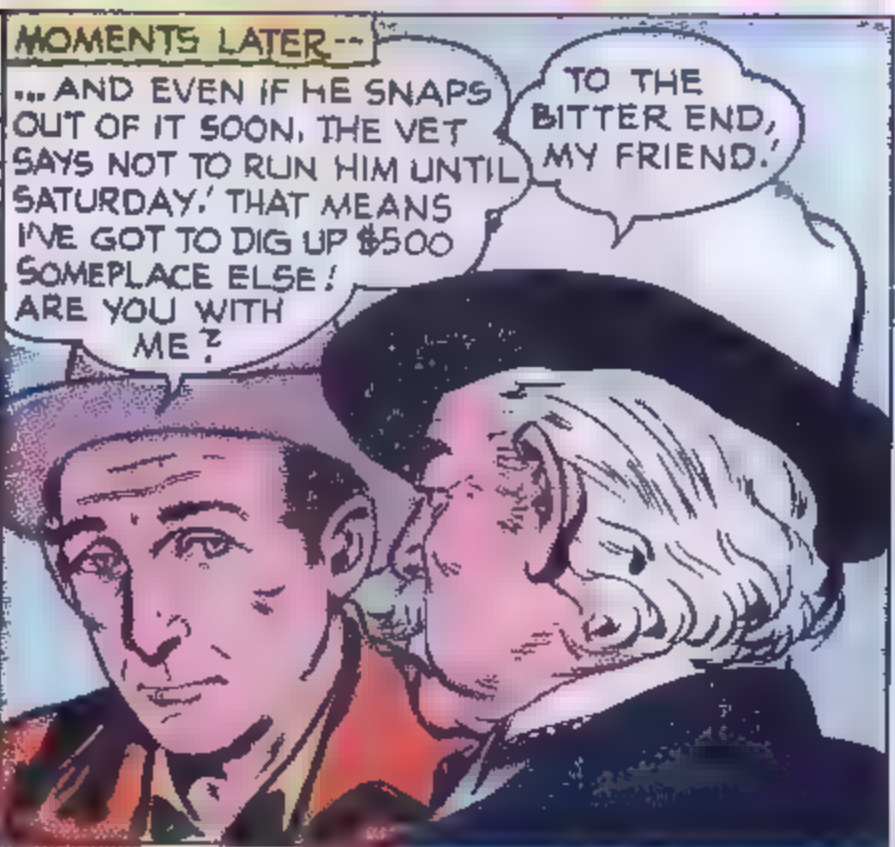
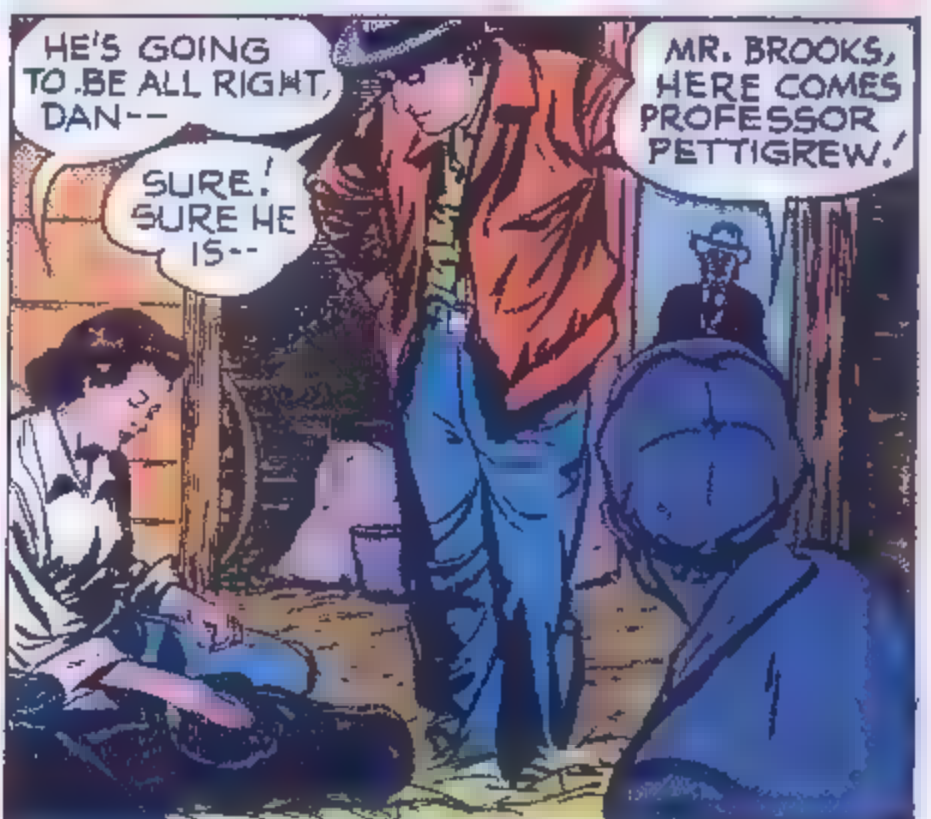
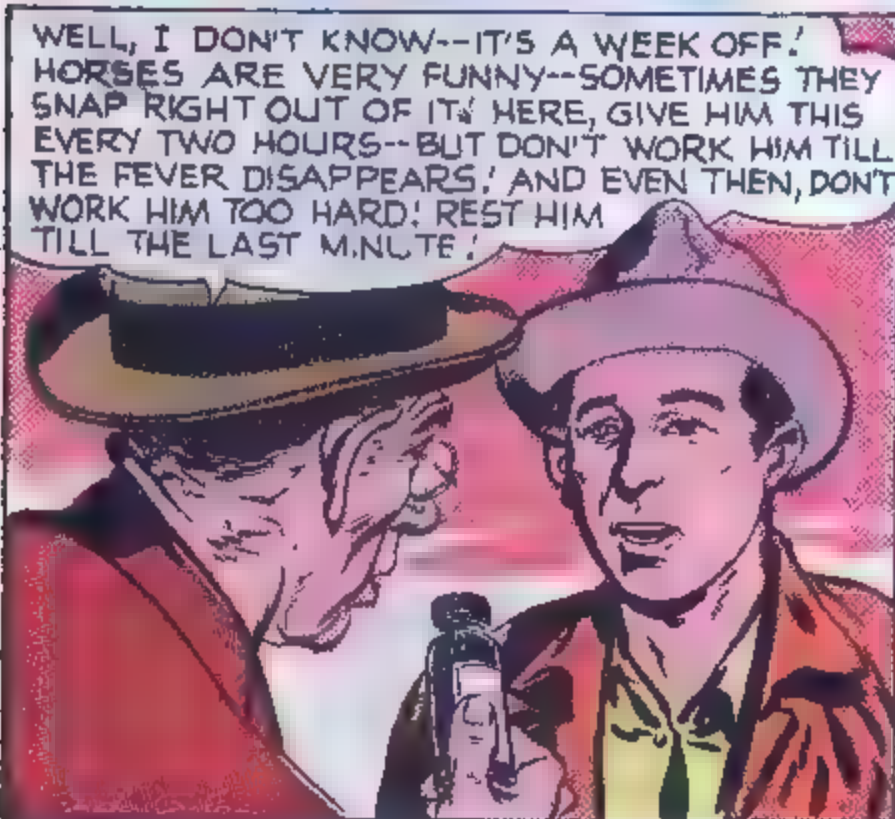
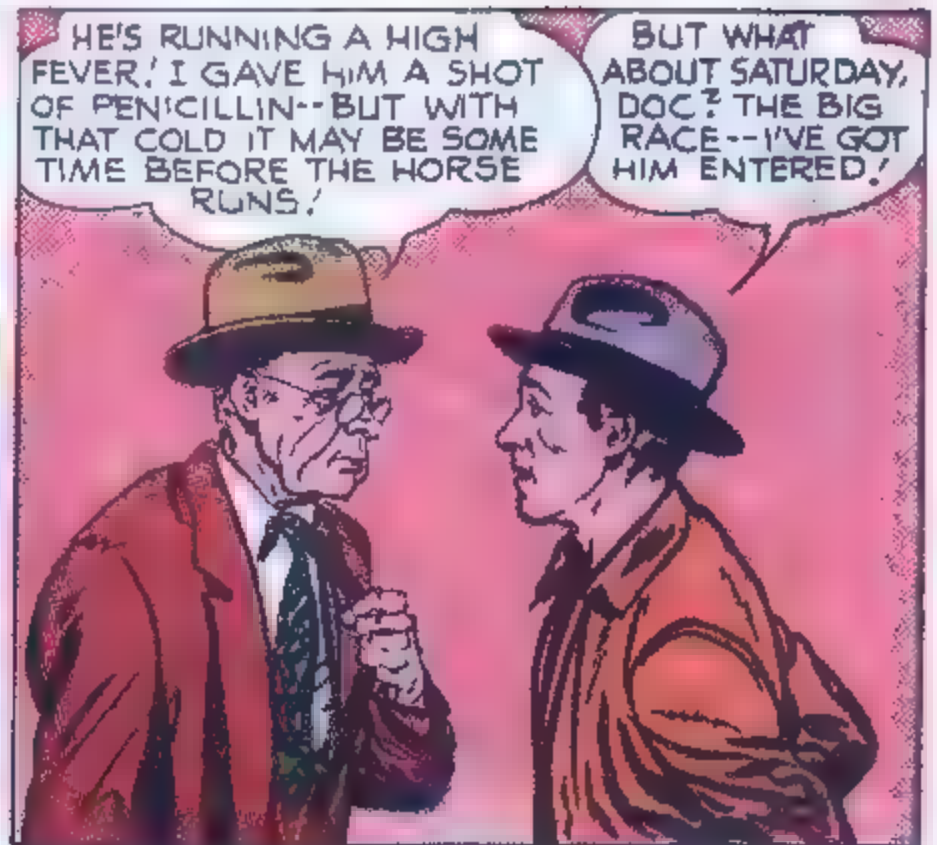
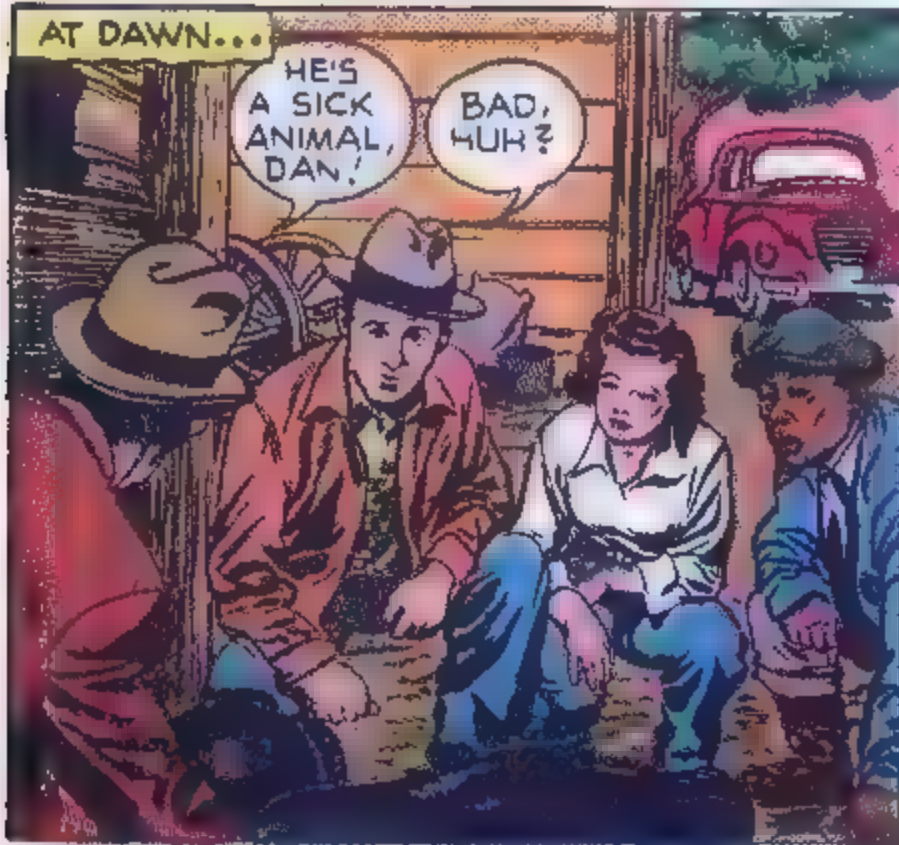
-AND THE GREAT **FRED ASTAIRE DANCE STUDIOS**  
TEACH YOU THE SENSATIONAL NEW  
**"ASTAIRE SWING TROT!"**



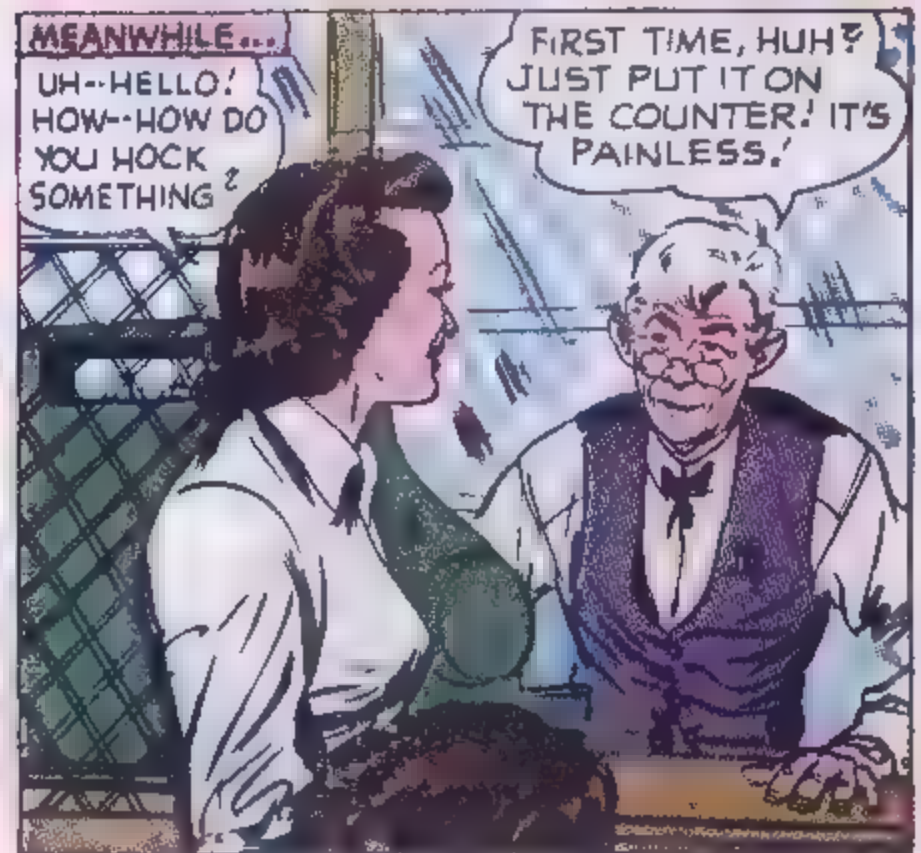
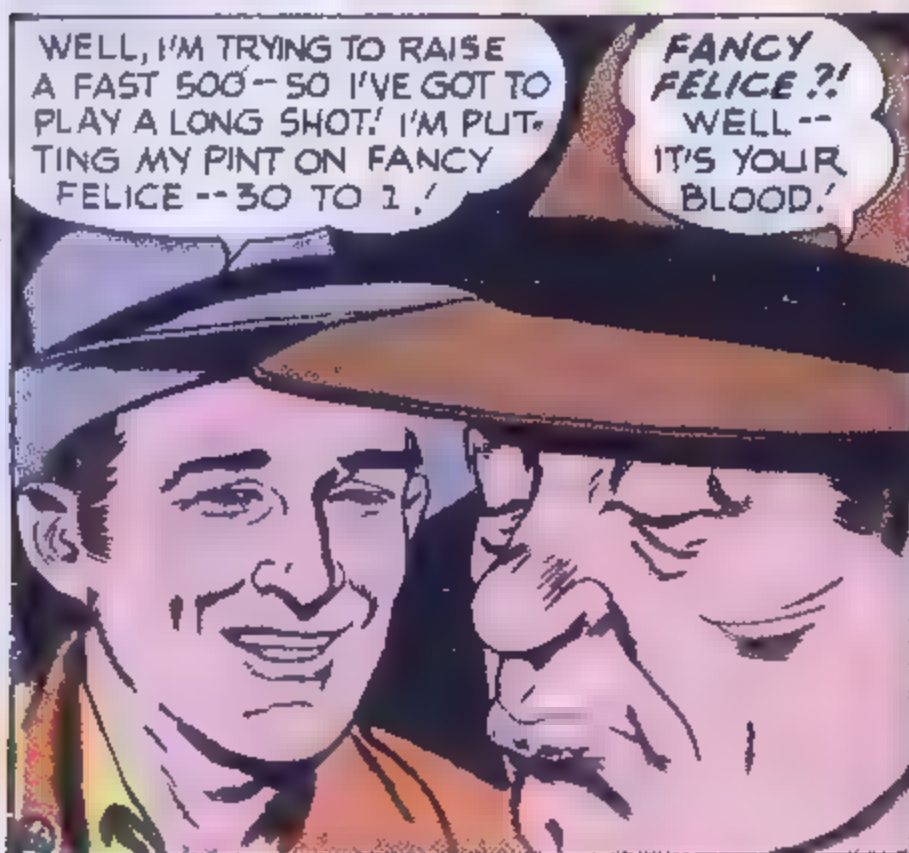
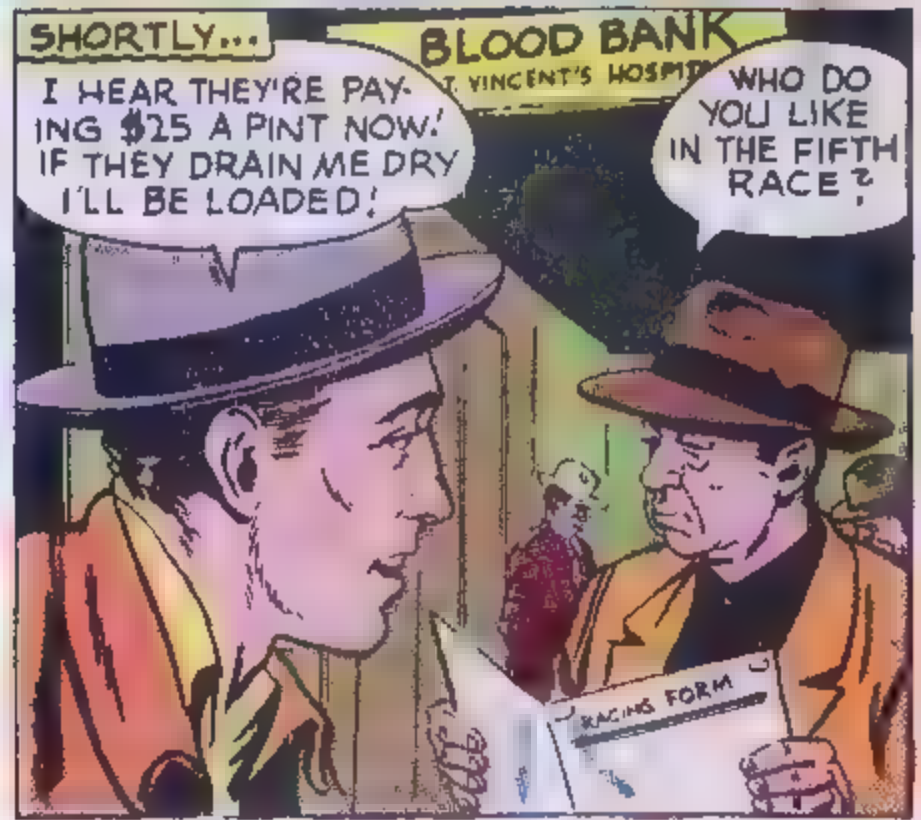
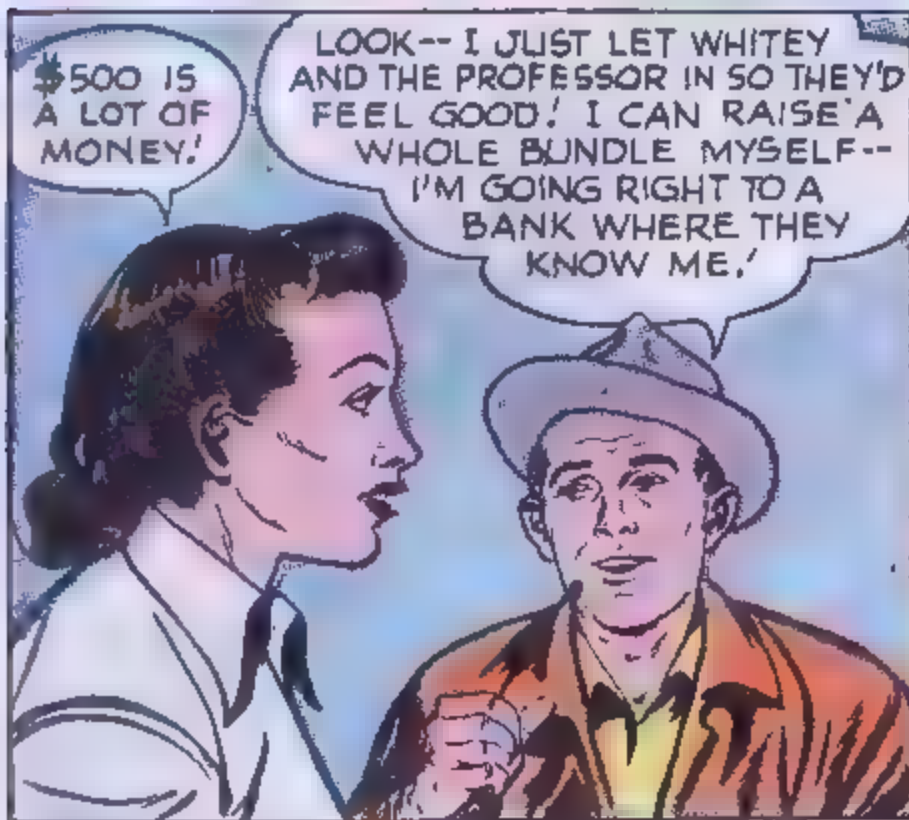
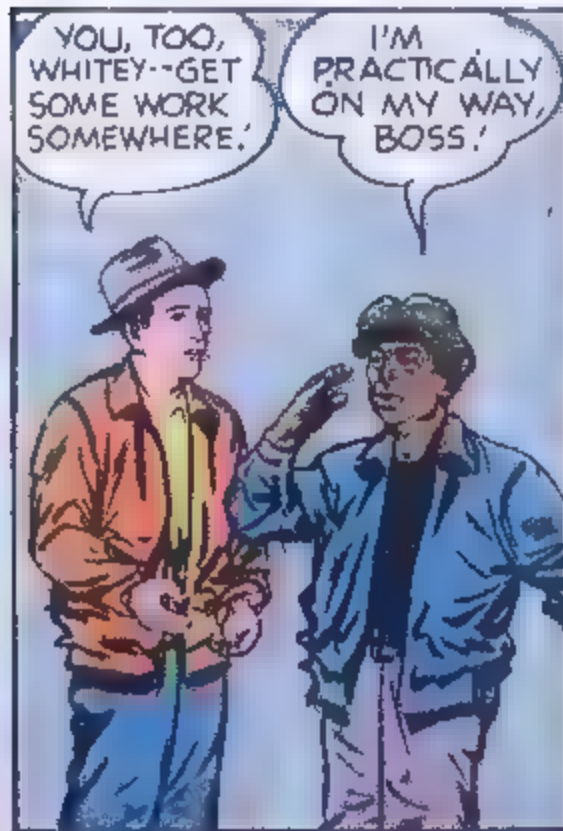
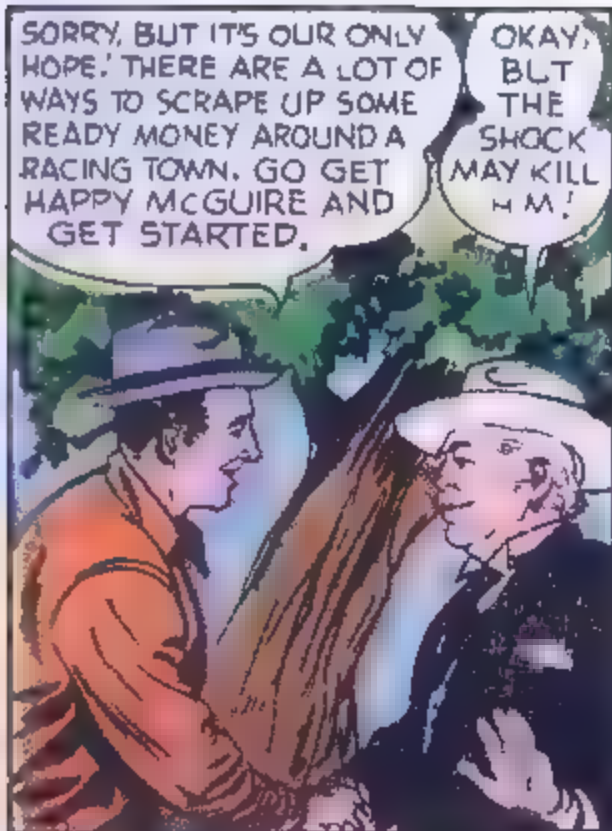
DON'T MISS THIS GREAT  
**52-PAGE 2ND ISSUE**  
**ON SALE EVERYWHERE!**







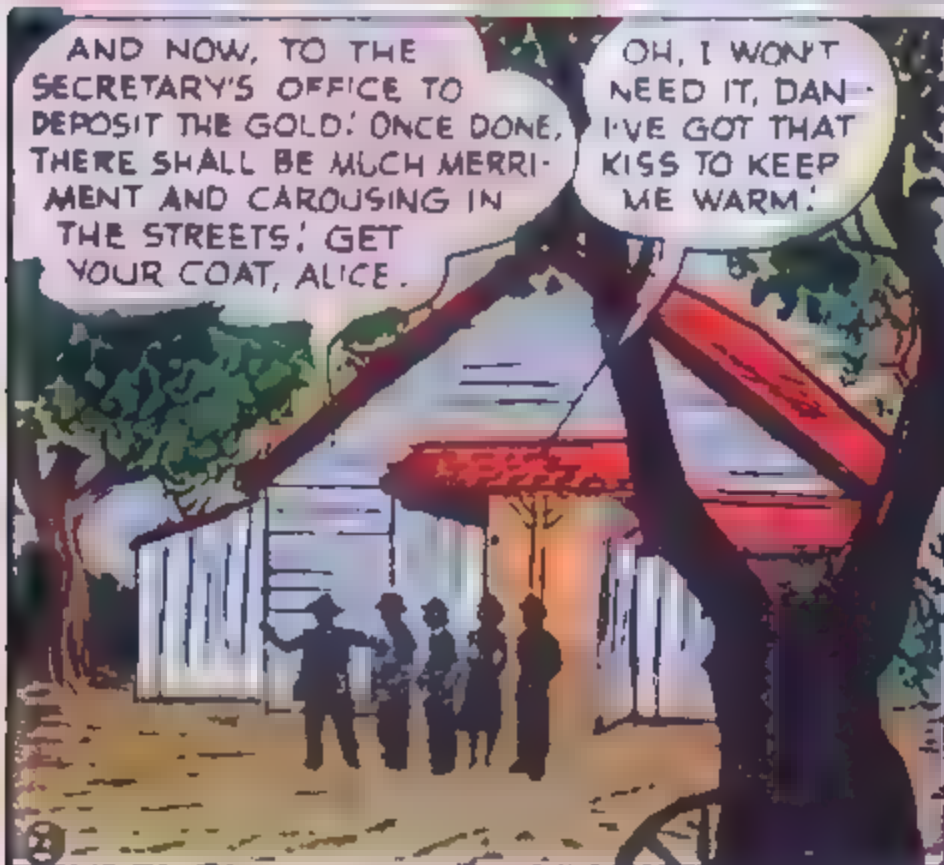
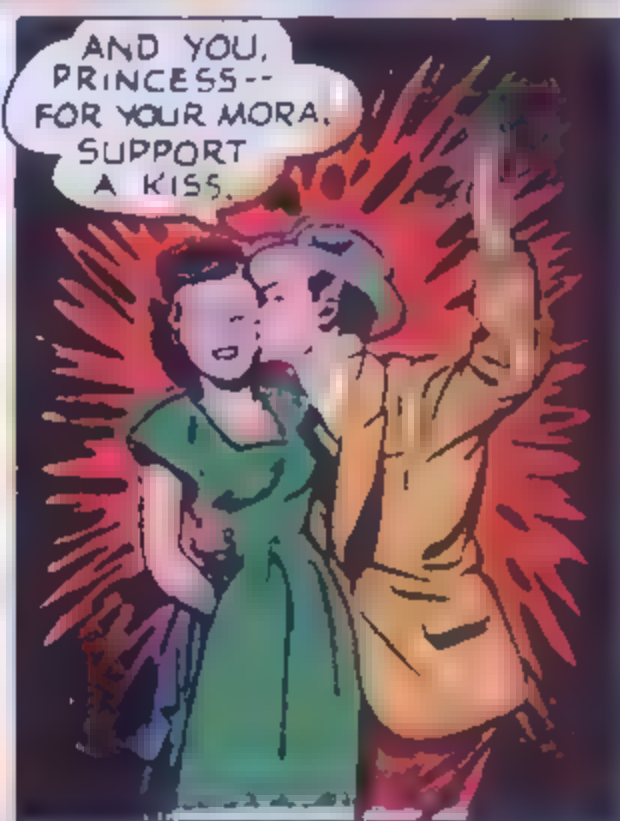
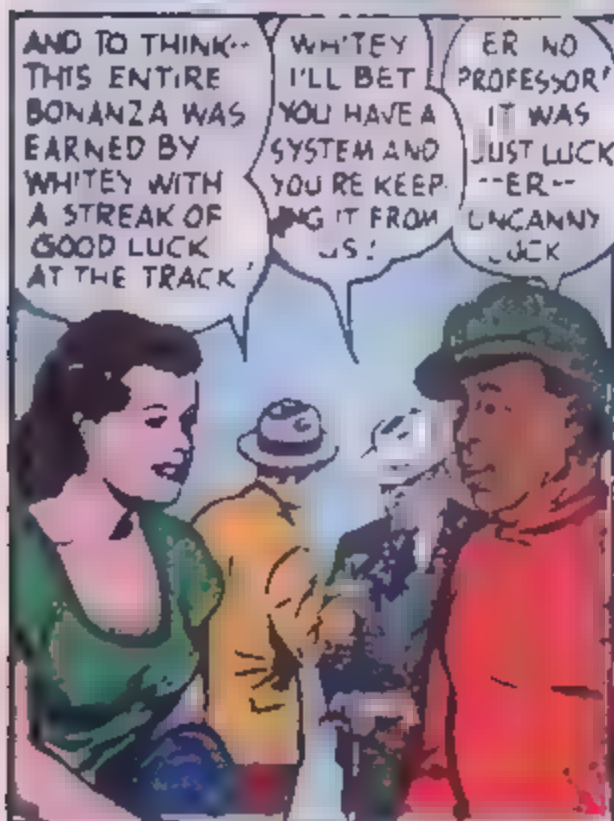
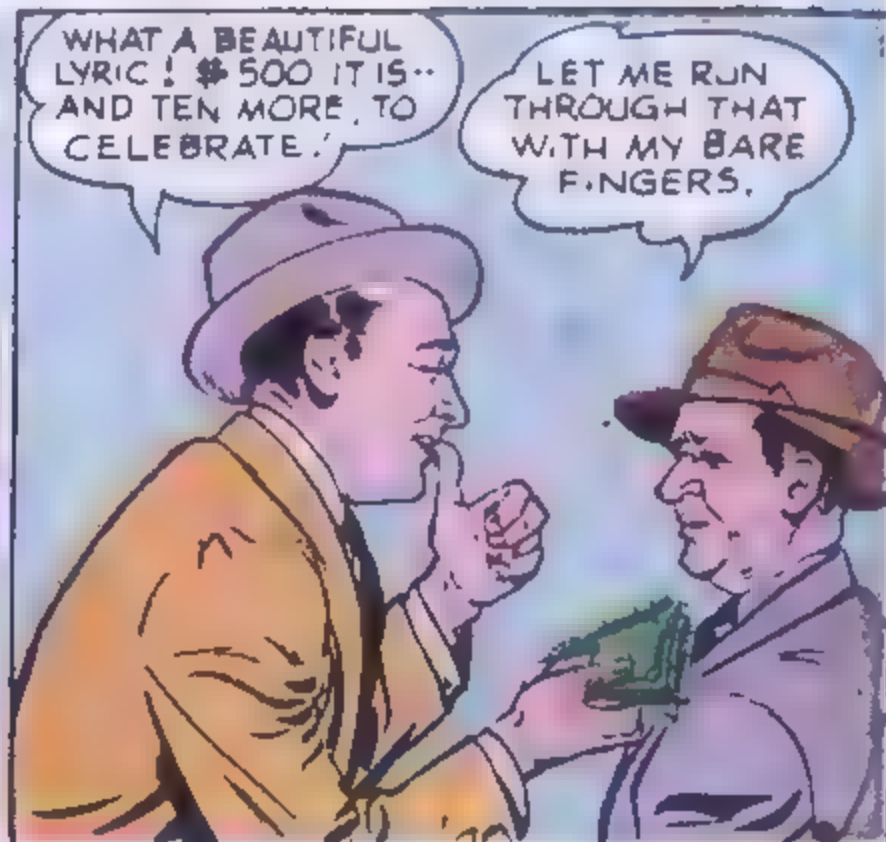
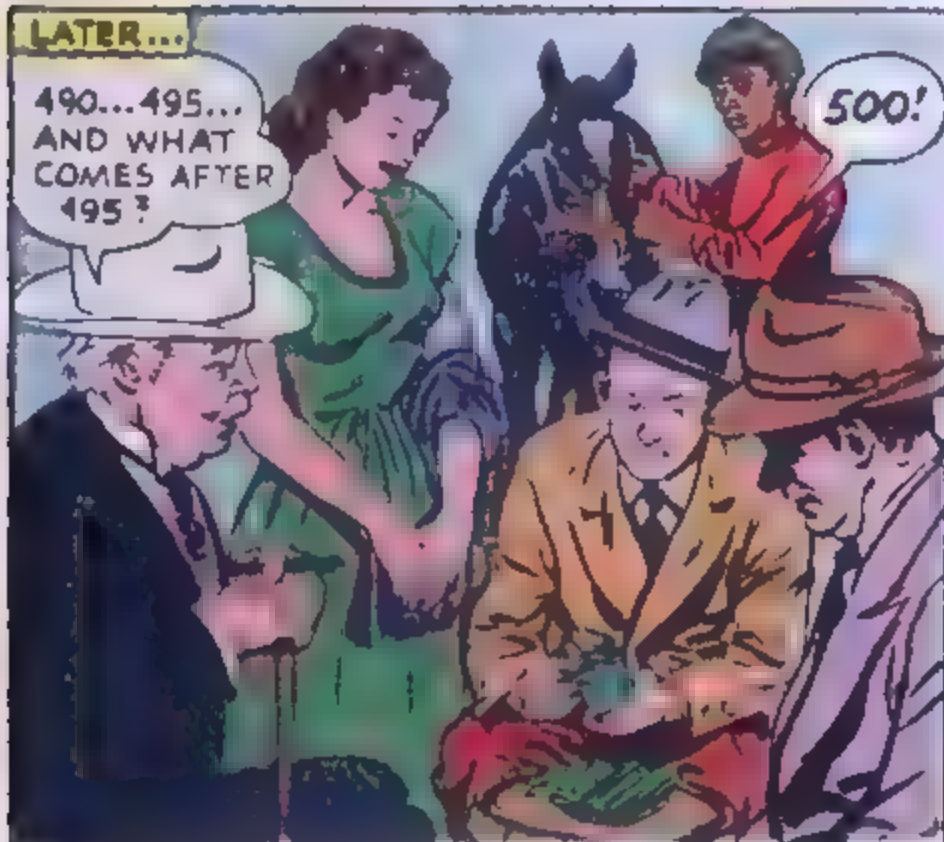








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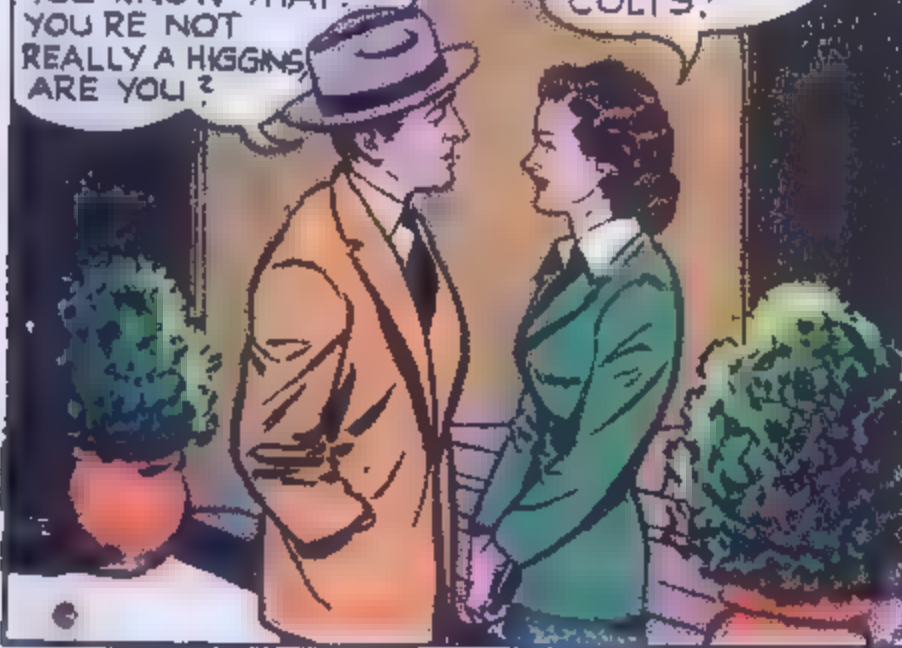
# FEATURE FILMS



THAT EVENING, AFTER MANY HILARIOUS HOURS OF CELEBRATION...

WELL, GOOD NIGHT, PRINCESS! YOU'RE A SWELL KID, YOU KNOW THAT? YOU'RE NOT REALLY A HIGGINS, ARE YOU?

'COURSE NOT! I'M ONE OF WHIRLAWAY'S COLTS!



MR. BROOKS! MR. BROOKS! THEY TOOK HIM AWAY--THEY TOOK BROADWAY BILL AWAY!

WH...? WHO TOOK HIM AWAY?



POP JONES, THE FIRED MAN--BECAUSE WE DIDN'T PAY OUR BILL! HE CAME WITH THE SHERIFF--HE HAD ATTACHMENT PAPERS. THEY JUST WALKED RIGHT IN AND TOOK HIM!

WHICH WAY DID THEY GO?

THAT WAY! THEY PUT A ROPE AROUND HIS NECK, TIED HIM TO AN AUTO-MOBILE, AND DRAGGED HIM OFF! I TRIED TO STOP THEM, BUT THEY HAD THE PAPERS!

OH, DAN--WHAT'LL WE DO?



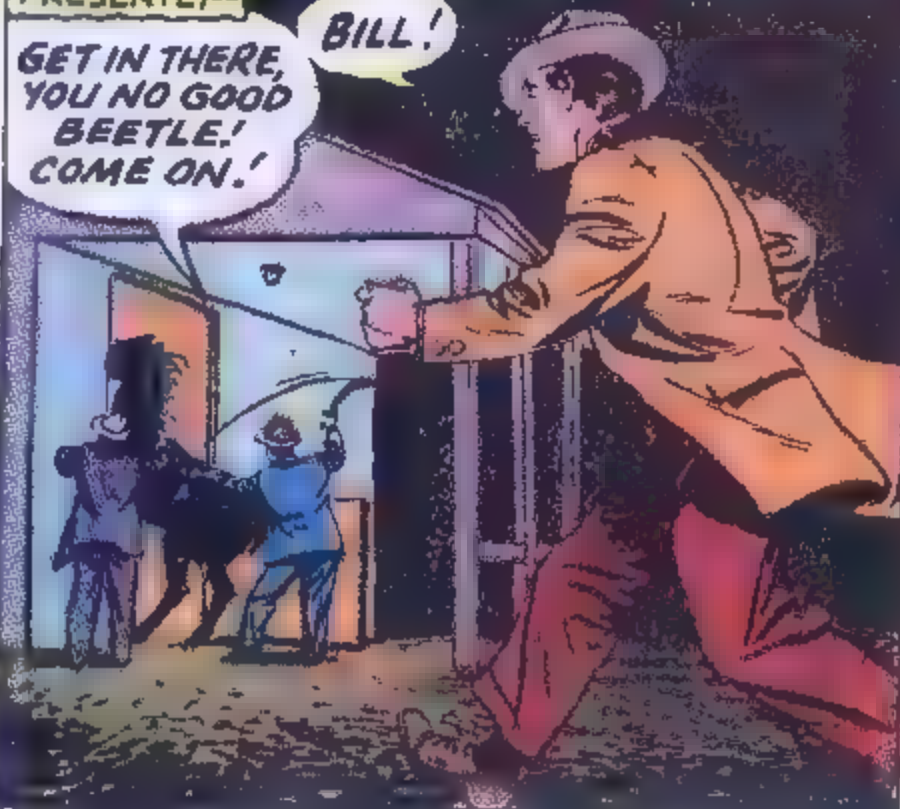
DAN! WAIT A MINUTE--WAIT! DAN--



PRESENTLY--

GET IN THERE, YOU NO GOOD BEETLE! COME ON!

BILL!

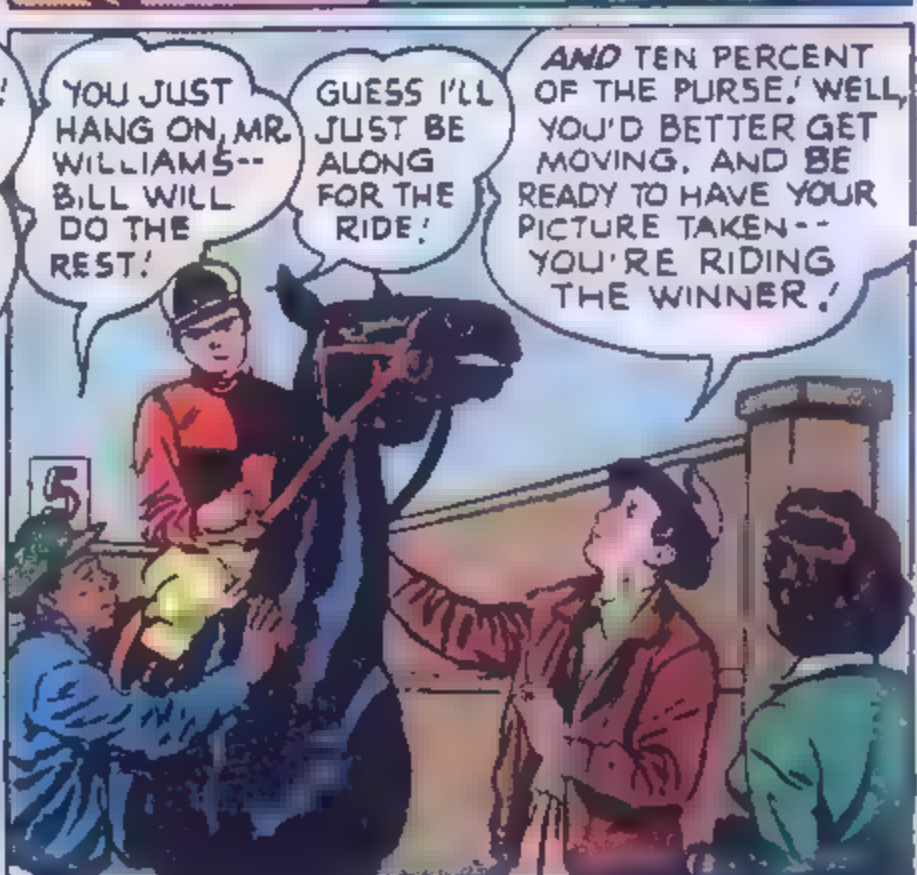
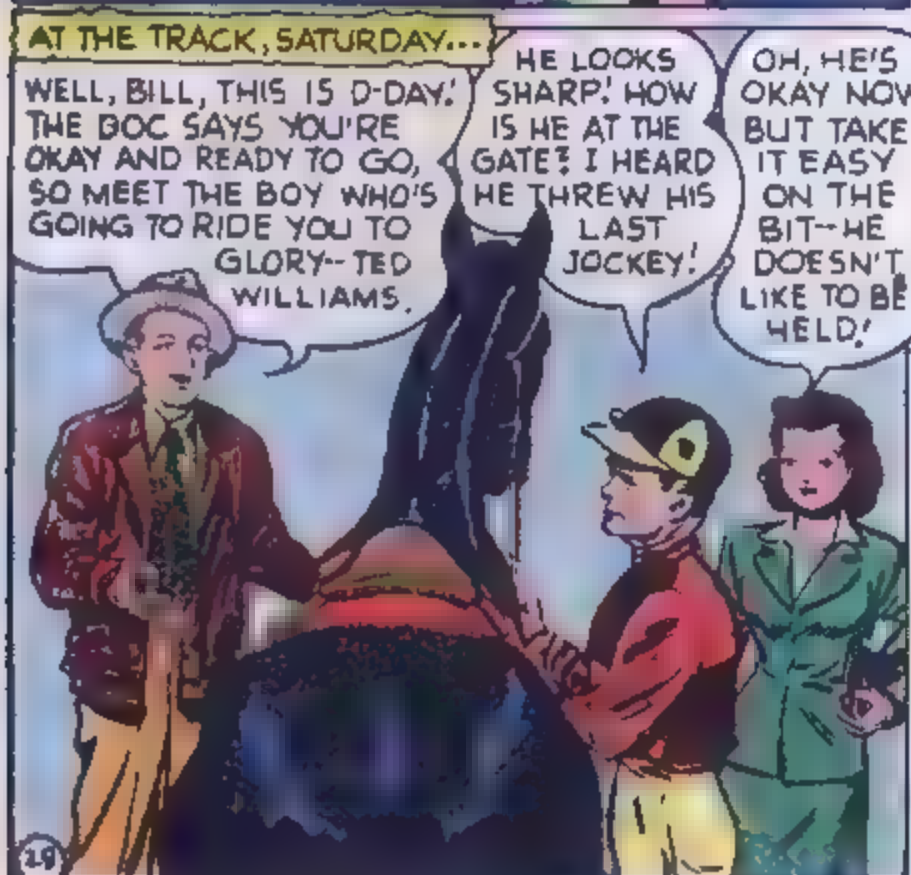
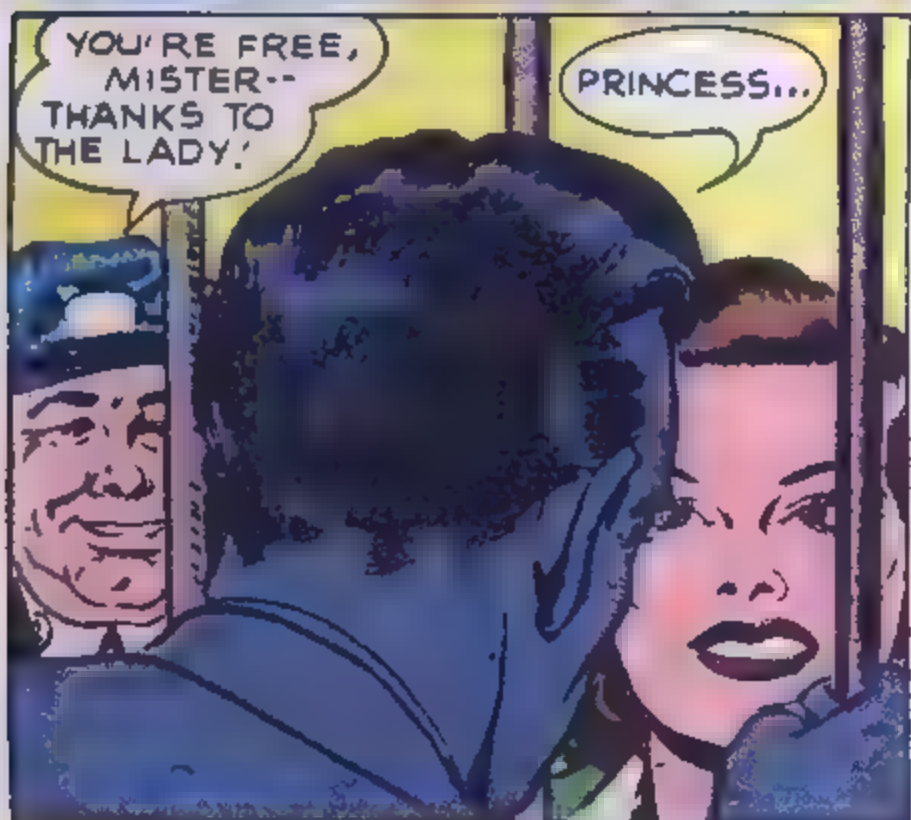
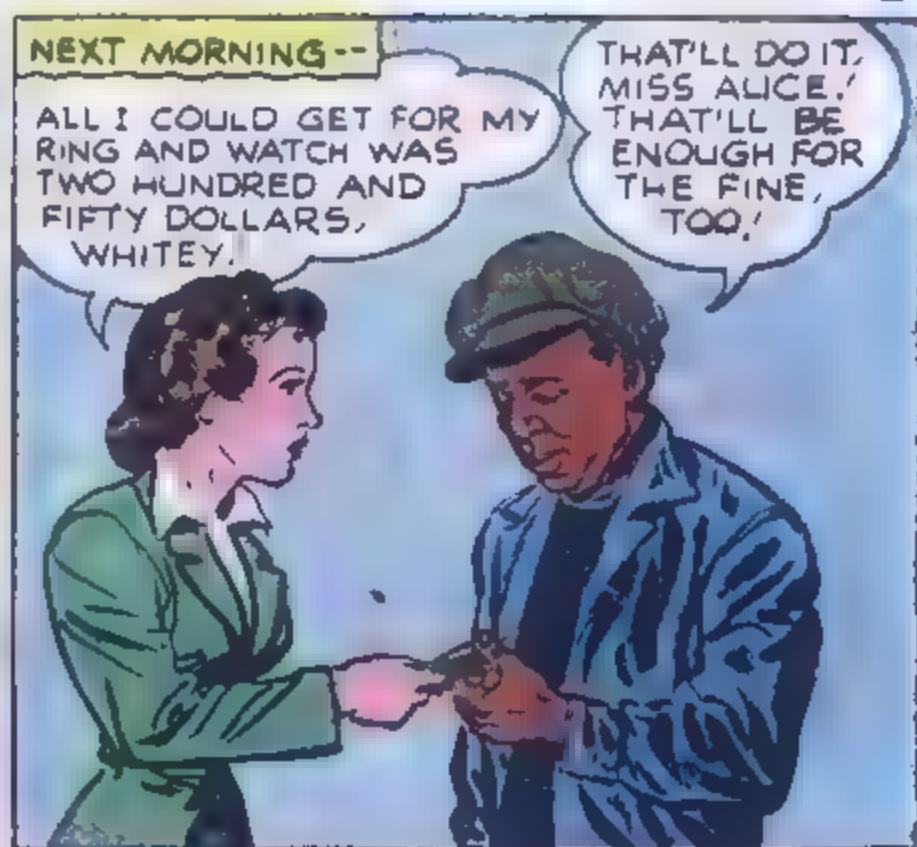


WHAT ARE YOU DOING TO MY HORSE, YOU FOOL?!

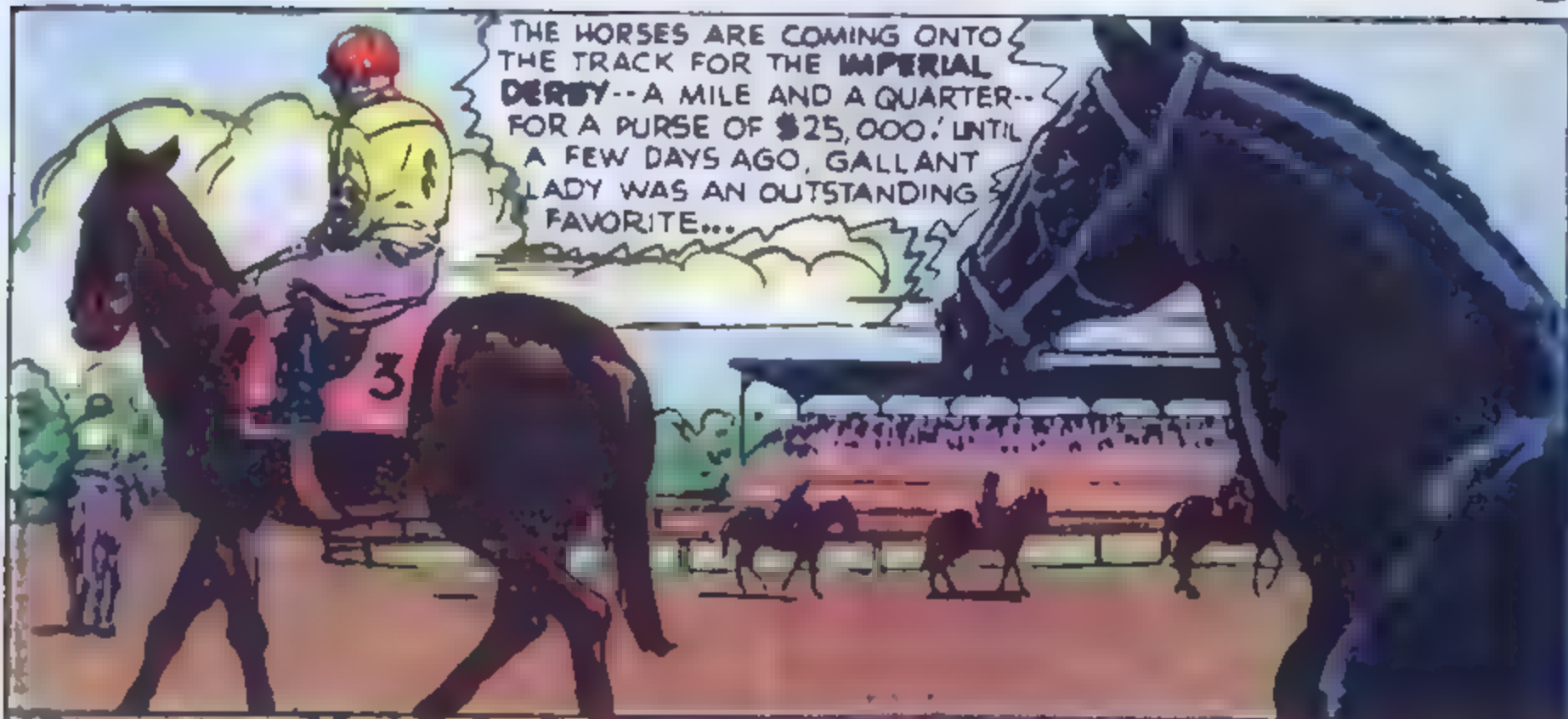
OOF!





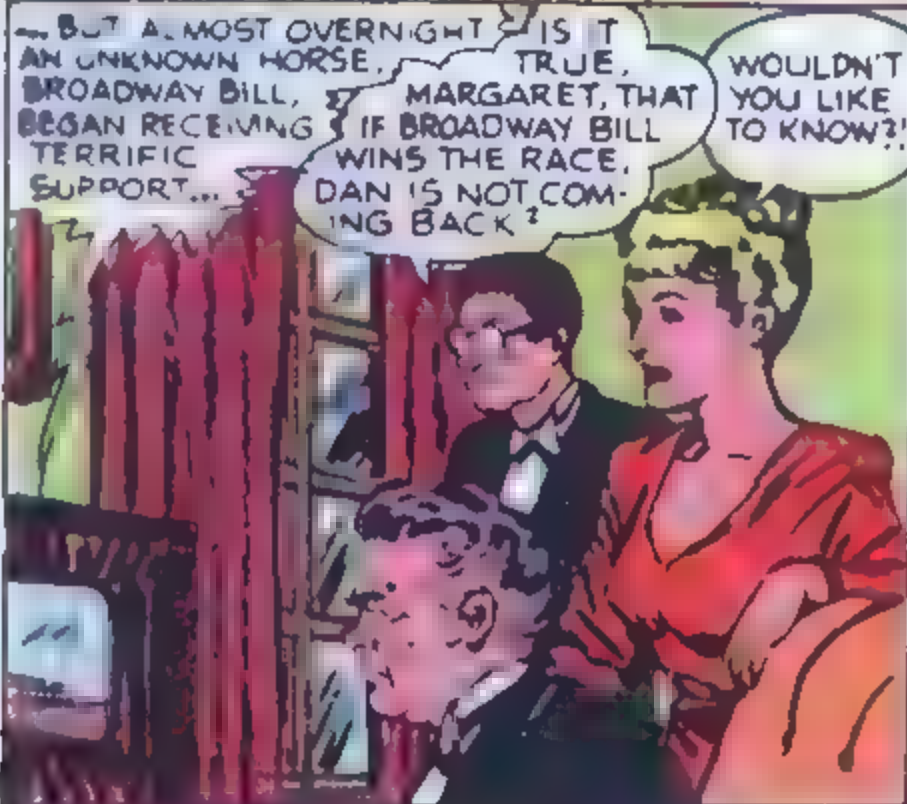






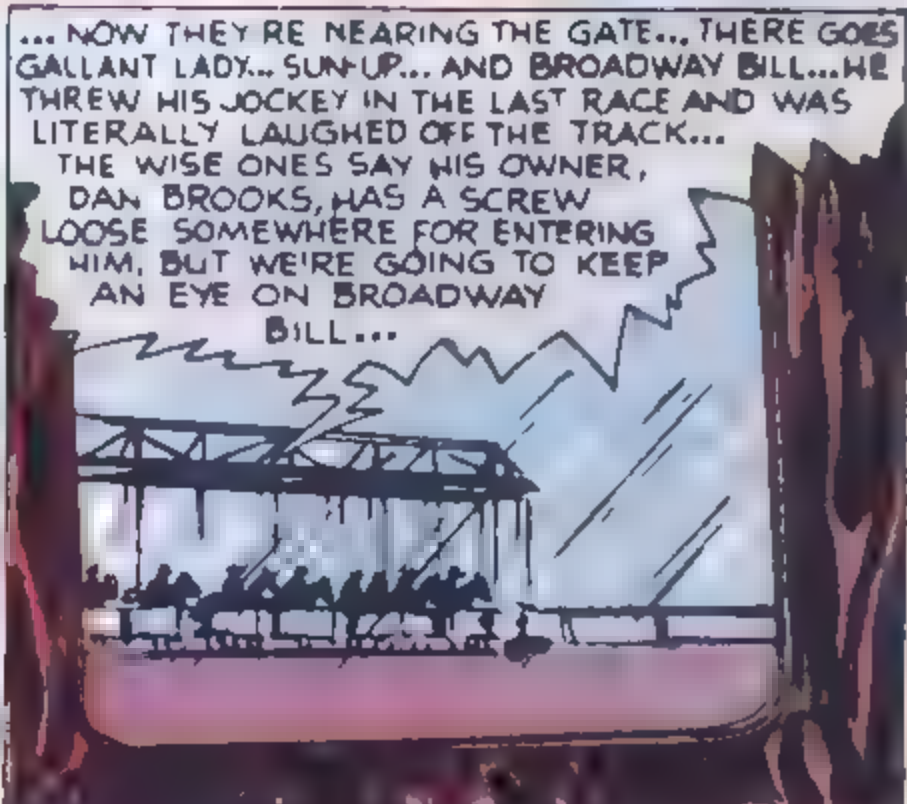
THE HORSES ARE COMING ONTO THE TRACK FOR THE **IMPERIAL DERBY**--A MILE AND A QUARTER-- FOR A PURSE OF \$25,000. UNTIL A FEW DAYS AGO, GALLANT LADY WAS AN OUTSTANDING FAVORITE...

MEANWHILE IN HIGGINSVILLE...

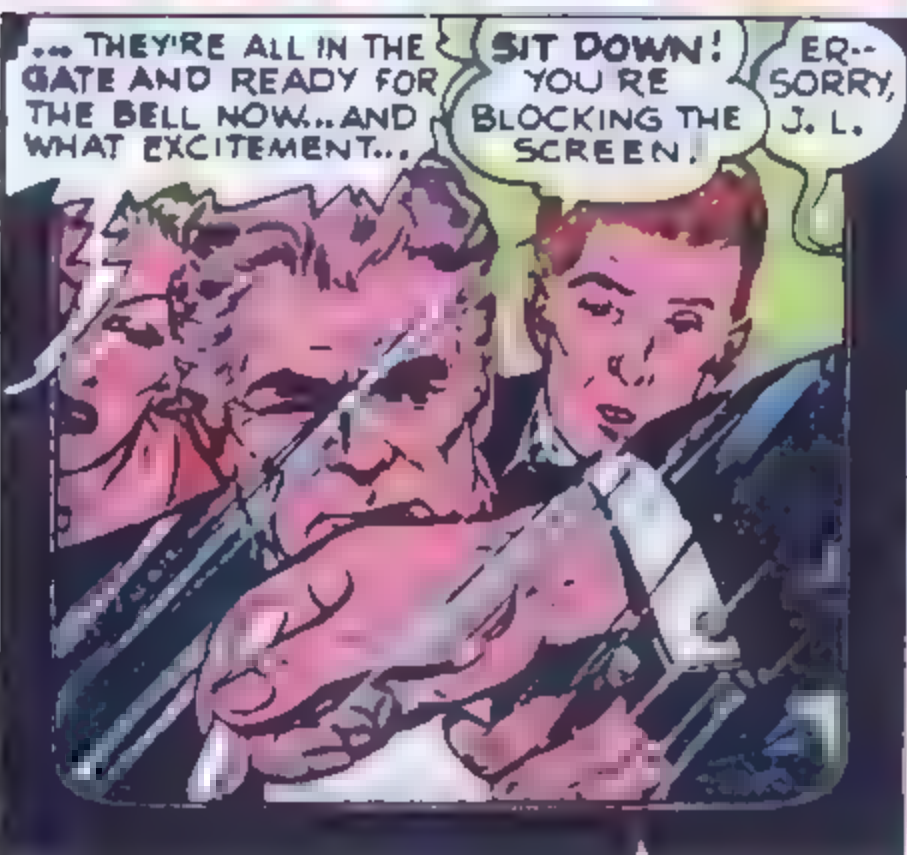


...BUT ALMOST OVERNIGHT--IS IT AN UNKNOWN HORSE-- TRUE, BROADWAY BILL, MARGARET, THAT BEGAN RECEIVING IF BROADWAY BILL TERRIFIC SUPPORT... WOULD'N'T YOU LIKE TO KNOW?!

IF BROADWAY BILL WINS THE RACE, DAN IS NOT COMING BACK?



...NOW THEY'RE NEARING THE GATE... THERE GOES GALLANT LADY... SUN-UP... AND BROADWAY BILL... HE THREW HIS JOCKEY IN THE LAST RACE AND WAS LITERALLY LAUGHED OFF THE TRACK... THE WISE ONES SAY HIS OWNER, DAN BROOKS, HAS A SCREW LOOSE SOMEWHERE FOR ENTERING HIM, BUT WE'RE GOING TO KEEP AN EYE ON BROADWAY BILL...



...THEY'RE ALL IN THE GATE AND READY FOR THE BELL NOW...AND WHAT EXCITEMENT... SIT DOWN! YOU'RE BLOCKING THE SCREEN! ER--SORRY, J. L.



**BONG!** THEY'RE OFF!

CONTINUED



**WHO-O-O-SH**

**PULL THE TRIGGER  
AND THE SUPER-ASTRAL  
DUAL PLANES  
ZIP INTO  
THE SKY!**

**SHOOT-A-PLANE**  
PAT. PENDING

**Powerful  
Trigger-Quick  
Gun with  
Two Sets of  
Dual Planes.  
All for Only 25¢**

You've never owned a toy as thrilling as this excitingly "different" brand new Shoot-A-Plane! It's a sensational combination of a slick, streamlined plastic pistol... and skyrocketing dual jet planes that shoot up, up, up! Amazingly simple to use... just wind the strong, elastic power strap a few times... take aim... and zip... watch the two jet planes climb like a streak of lightning! Shoot-A-Plane is a wonderful modern toy. Snappy looking two-tone gleaming plastic in red, blue, green, yellow!

Ask for Shoot-A-Plane... the toy sensation...

**AT YOUR FAVORITE 5¢ & 10¢ OR TOY STORE.**

If your dealer doesn't have it yet... order direct.

ANOTHER EXCITING LAPIN TOY - LAPIN PRODUCTS INC., NEWARK, N.J.

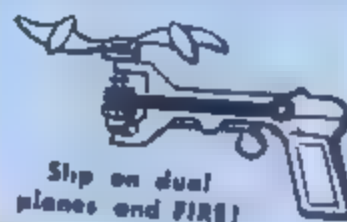
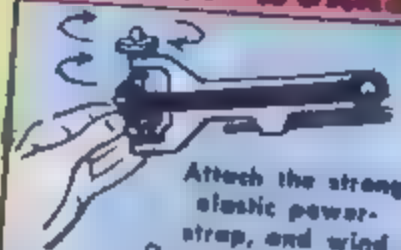


**GET YOUR  
SHOOT-A-PLANE  
TODAY...** and get set for the fun-filled time of your life! You get not one... but two... sets of Dual Planes... plus the Trigger-Quick Pistol. All for...

**only 25¢**



**HERE'S HOW  
IT WORKS**



**LAPIN PRODUCTS**

164 Delancey Street  
Newark 5, New Jersey

I am enclosing 25¢ in coins. Please send me a SHOOT-A-PLANE

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





# LEAVE IT TO Binky

## "HOME, SWEET HOME!"

HIVA, LUCY! GOSH, THAT'S SWEET OF YOU SETTING OUT THOSE COOKIES FOR MY PARTY TONIGHT.

YOUR PARTY? THESE ARE FOR THE MEMBERS OF MY SCHOOL CLUB WHO ARE MEETING HERE TONIGHT.

WHAT? BUT I SPOKE TO MOTHER LAST WEEK ABOUT HAVING MY CROWD OVER TONIGHT, AND SHE SAID IT WAS OKAY.

I'M SORRY, BINKY, BUT MOTHER MUST HAVE FORGOTTEN ABOUT MY MEETING. YOU'LL HAVE TO CALL YOUR PARTY OFF!

OH-OH! THERE'S GONNA BE FIREWORKS ANY MINUTE!

MOM! POP!

NOW WAIT A MINUTE, CHILDREN, BEFORE YOU START ANY FURTHER BICKERING. LET'S DISCUSS TH'S SENSIBLY, SAME AS YOU DO AT YOUR STUDENT COUNCIL MEETINGS.

YES, AND AT HOME, TOO. FATHER AND I DISCUSS FAMILY MATTERS WITH YOU, DON'T WE?

WELL, I DON'T SEE ANY WAY OUT.

LET'S TRY... DOES YOUR MEETING HAVE TO TAKE UP THE **WHOLE** EVENING?

NO-O... WE'RE STARTING AT 8- AND I SUPPOSE WE **COULD** BE THROUGH BY 9:30.

THEN, PERHAPS BINKY COULD POSTPONE HIS PARTY UNTIL THEN, AND YOU COULD DO SOMETHING AFTERWARDS.

SURE! I'LL ORGANIZE A TREASURE HUNT THAT'LL TAKE US AWAY FROM THE HOUSE UNTIL THE MEETING IS OVER. HOW'S THAT?

THAT'S OKAY WITH ME! WE'LL GO ROLLER-SKATING AFTER OUR MEETING.

PERFECT! THEN NOBODY WILL BE IN THE WAY OF YOUR GROUP, LUCY-- AND BINKY'S CROWD CAN TAKE OVER AFTERWARDS! I HAVE ENOUGH COOKIES FOR EVERYBODY!

THAT'S THE SPIRIT! IT'S WONDERFUL WHAT A LITTLE DISCUSSION WILL DO.

NOW I CAN HAVE SOME PEACE AROUND HERE! I'M ALL FOR MORE DEMOCRACY AT HOME!

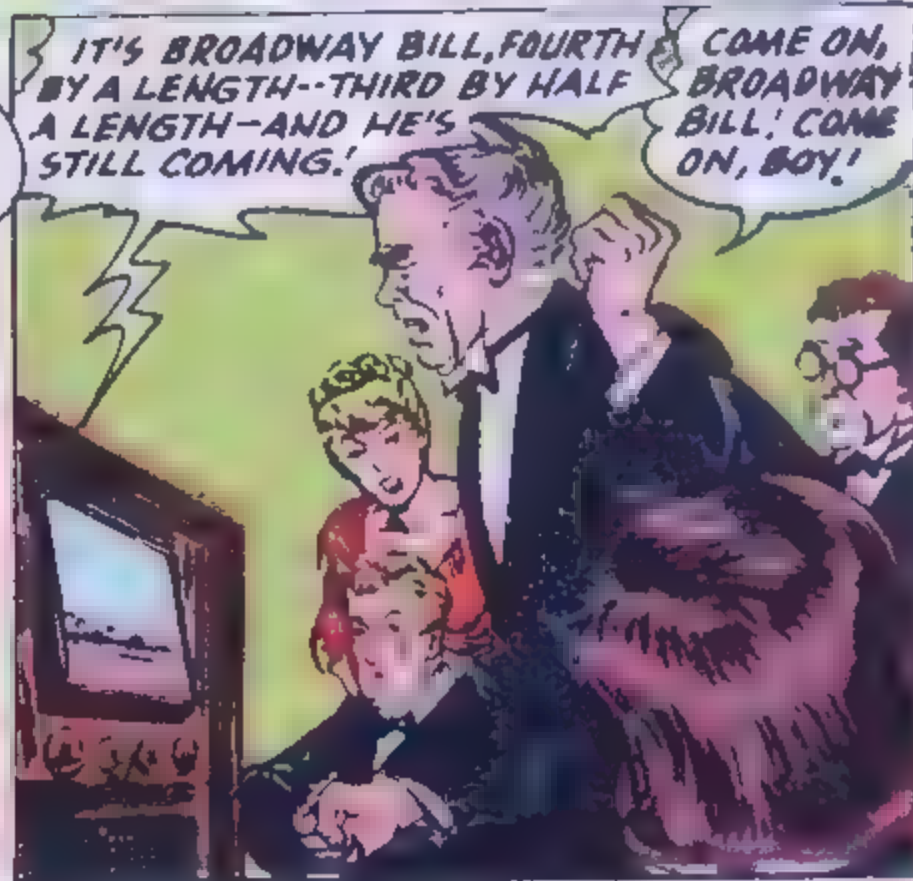
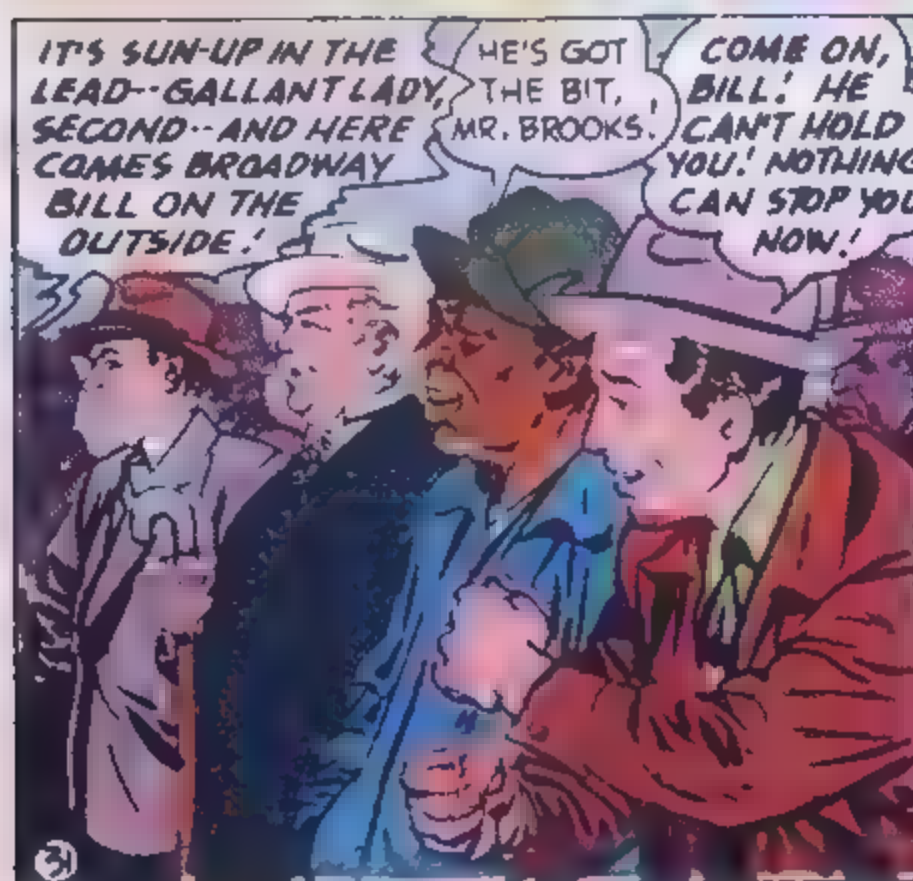
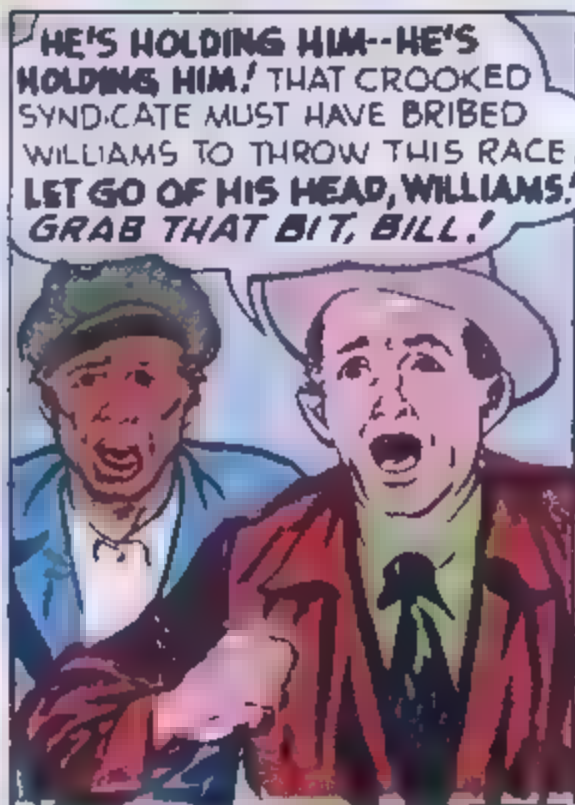
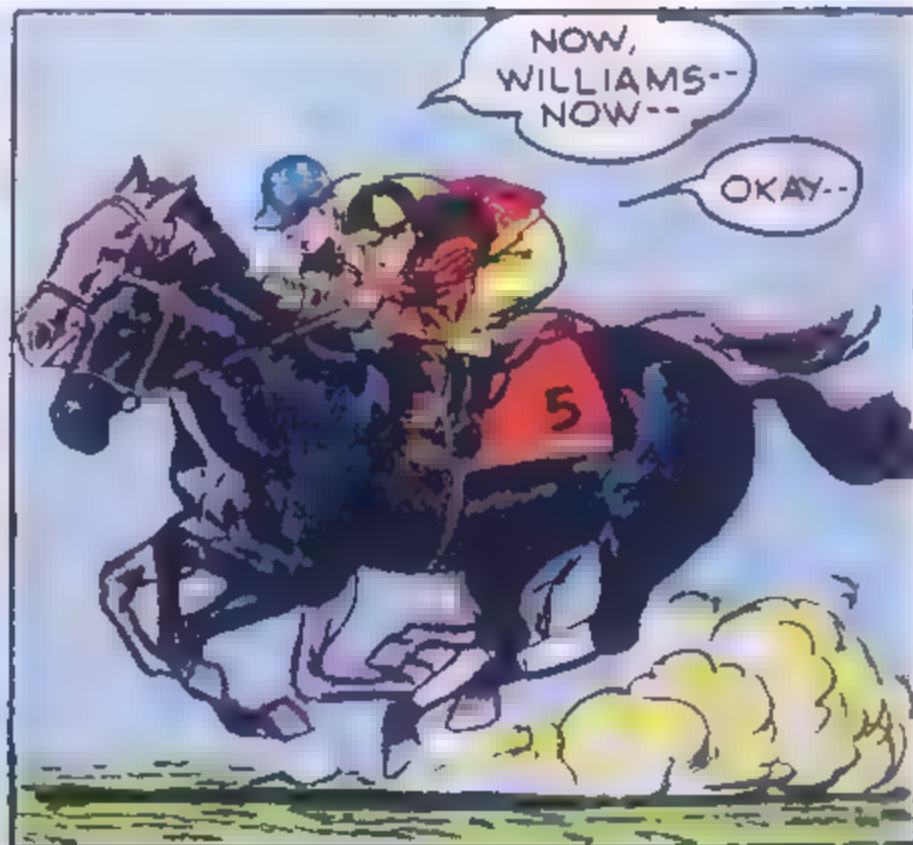
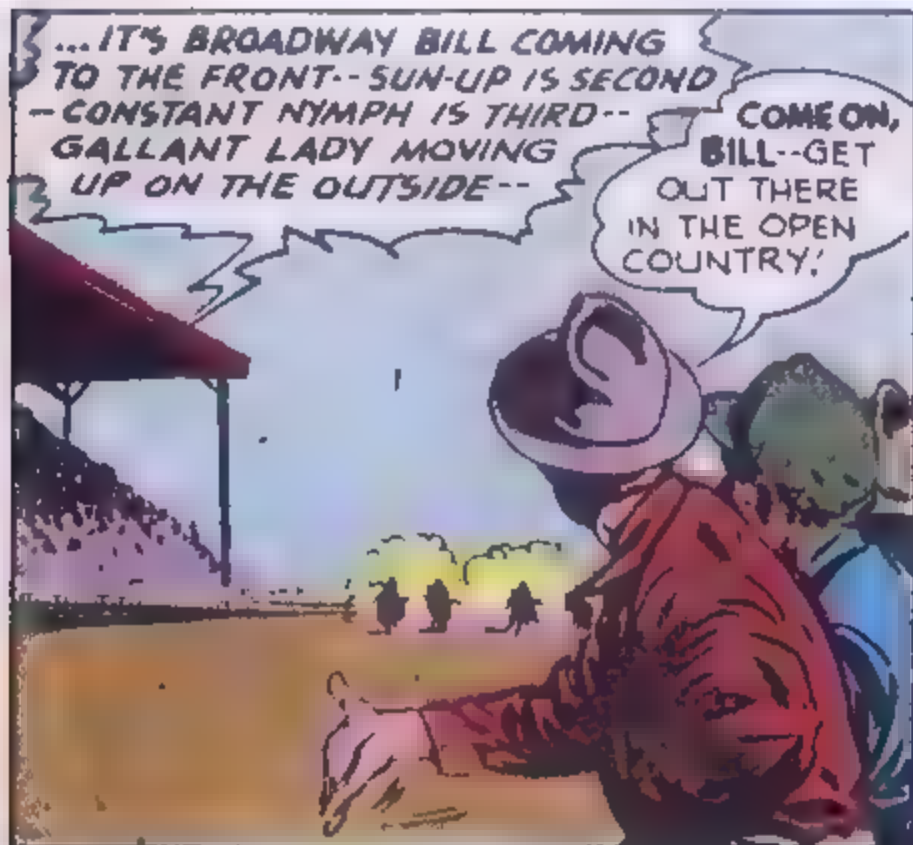


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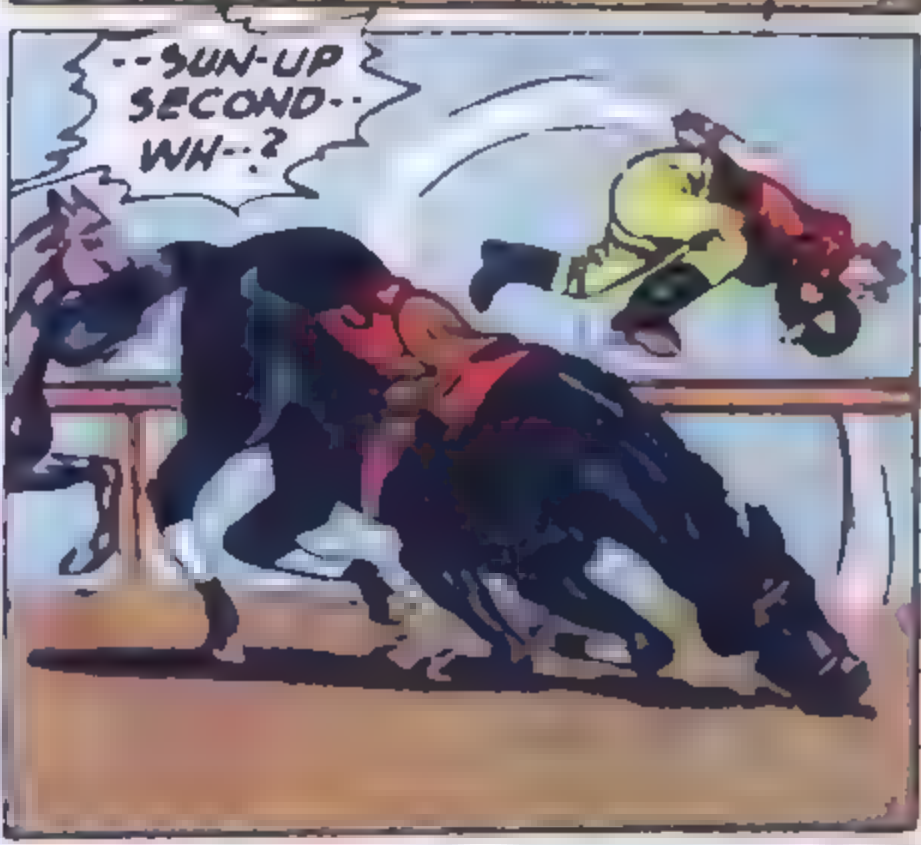
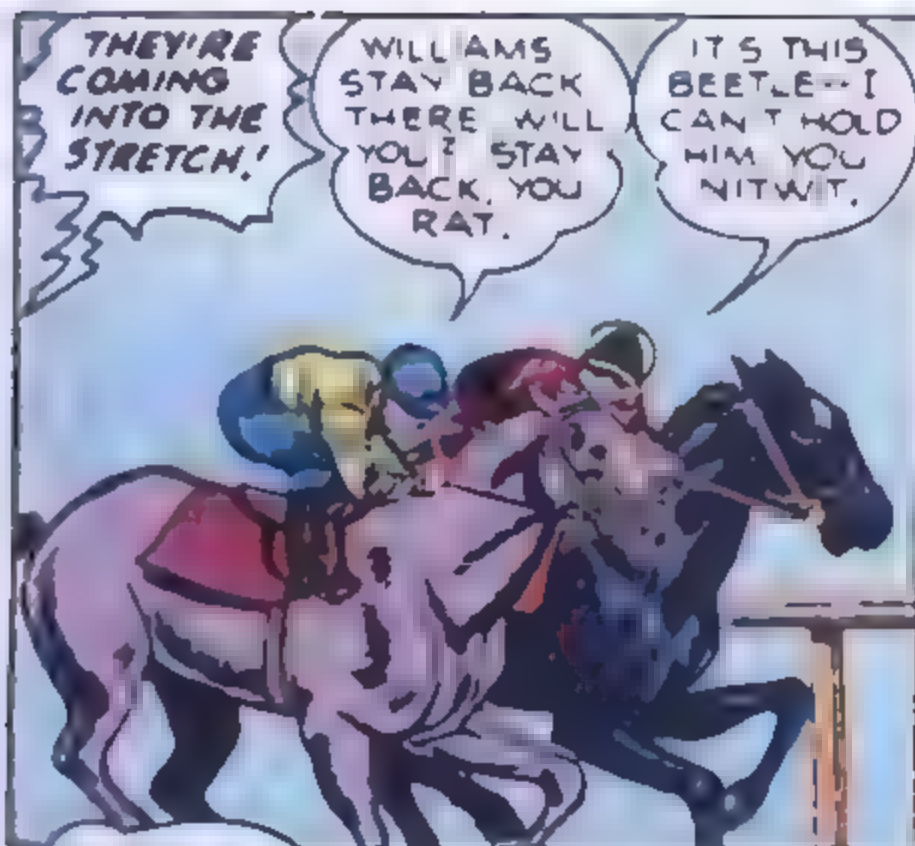
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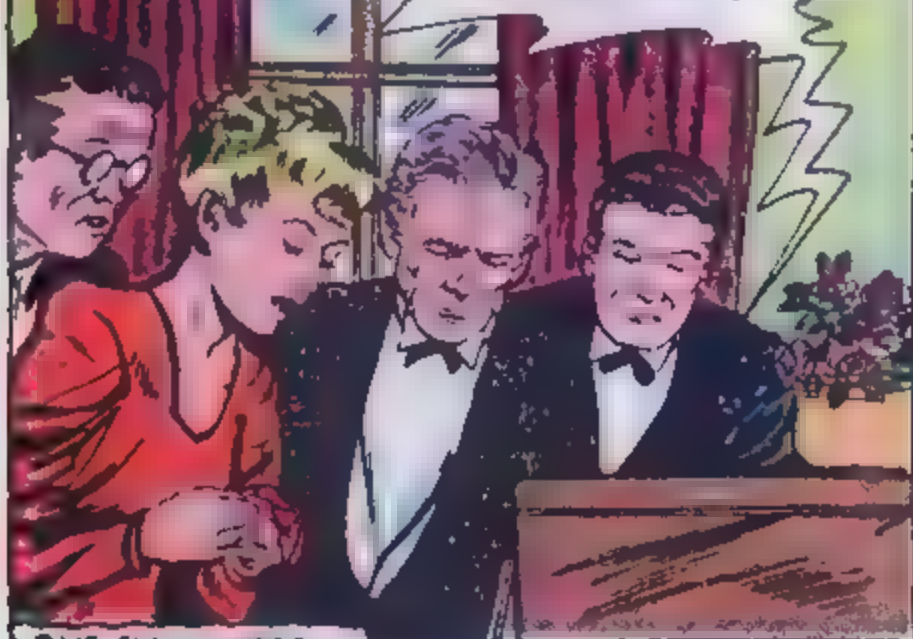


# FEATURE FILMS



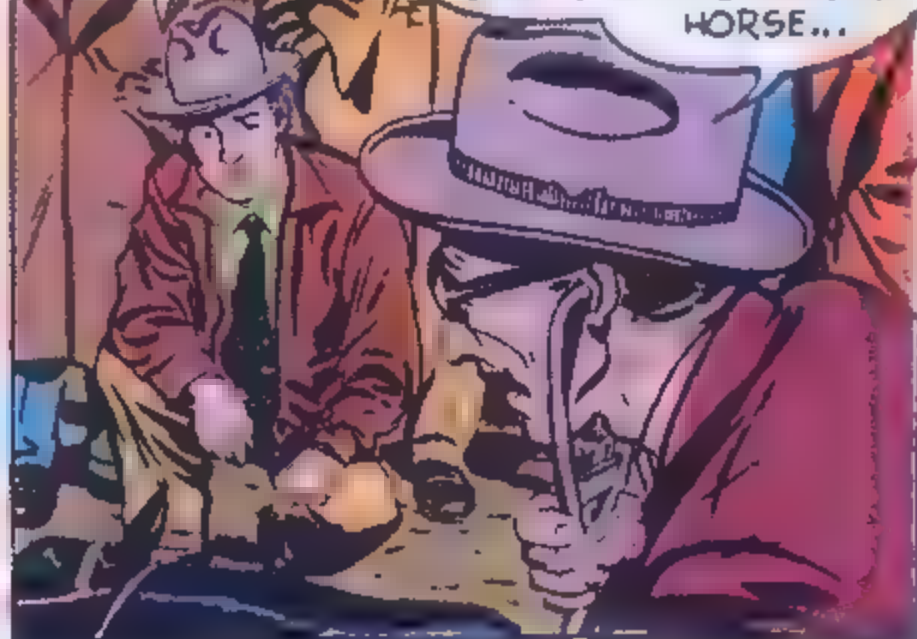


--HE FELL--  
BROADWAY BILL FELL!  
THE RACE WAS OVER--  
HE WON--AND THEN  
HE DROPPED!



WHAT'S  
THE MATTER  
WITH HIM  
DOC?

IT WAS TOO MUCH FOR HIM  
BURST HIS HEART! HE WAS  
DEAD, YOU MIGHT SAY WHEN  
HE HIT THE DIRT! TOO  
BAD... HE WAS A GREAT  
HORSE...



ONE DAY LATER...

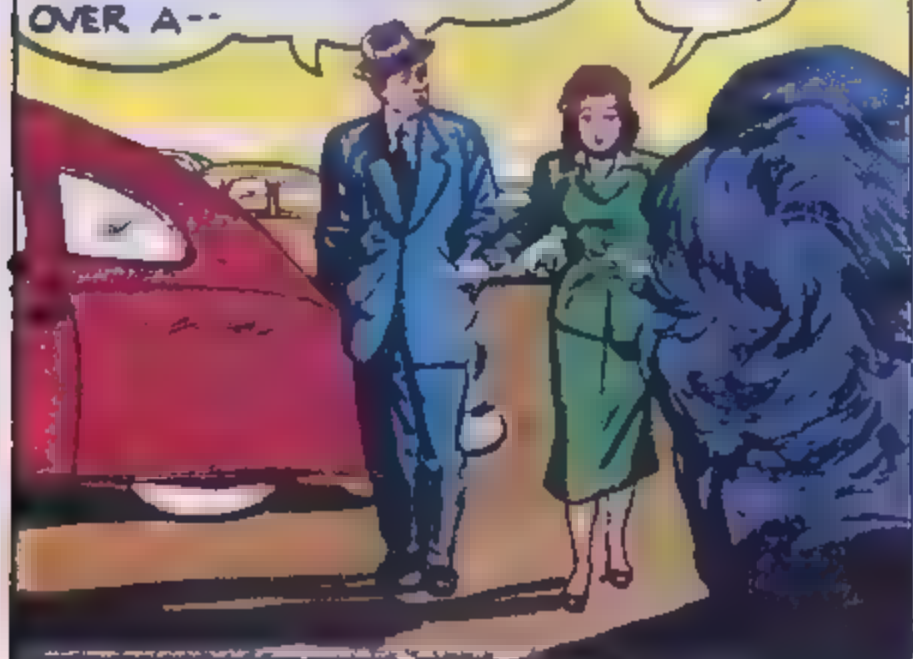
...AND WE ARE GRATEFUL TO MR. BROOKS FOR PERMITTING US TO LAY BROADWAY BILL TO REST HERE AT THE SCENE OF HIS VICTORY! WHAT HE DID YESTERDAY WAS TO SHOW US THE TRUE MEANING OF COURAGE AND LOYALTY! BROADWAY BILL RAN ONLY ONE RACE--BUT HE RAN IT WELL! FOR HE NOT ONLY OVERCAME THE SPEED OF HIS BROTHER HORSES--HE ALSO HAD TO OVERCOME THE GREED OF US HUMANS! WE SHOULD ALL FEEL HUMBLE--AND A LITTLE BIT ASHAMED--THAT A HORSE SHOULD TEACH US SUCH A LESSON IN HONESTY! BROADWAY BILL WILL NEVER BE FORGOTTEN!



LATER...

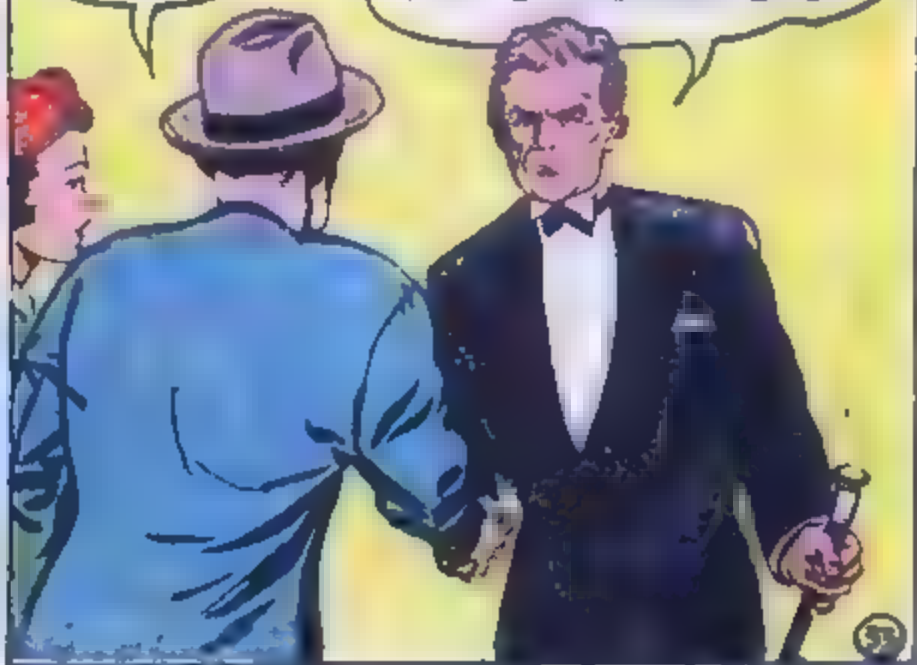
SO YOU'RE GOING HOME,  
TRIM, PRINCESS? WELL, I'LL BE  
ON MY WAY! YOU'VE BEEN PRETTY  
SWELL--YOU'VE HELPED ME  
OVER A--

THANKS, DAN!  
OH, THERE'S  
DAD!



HELLO, J.L.--  
DID MARGARET  
COME DOWN  
WITH YOU?

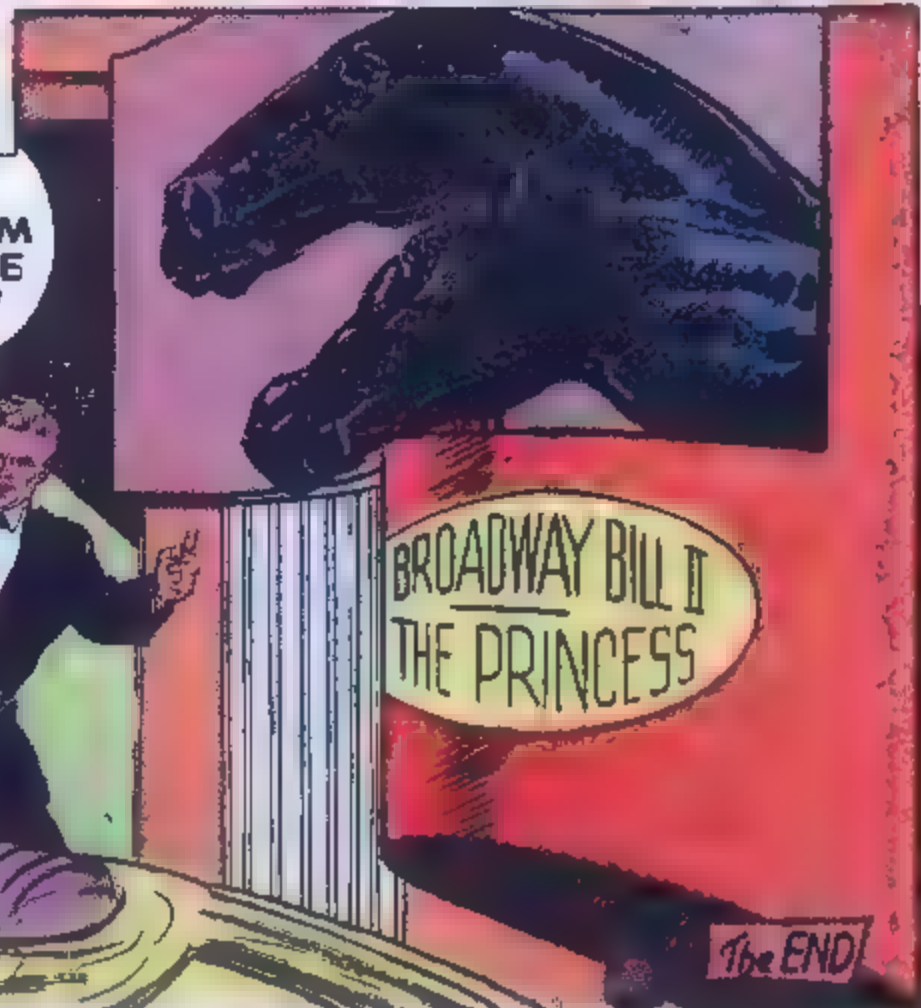
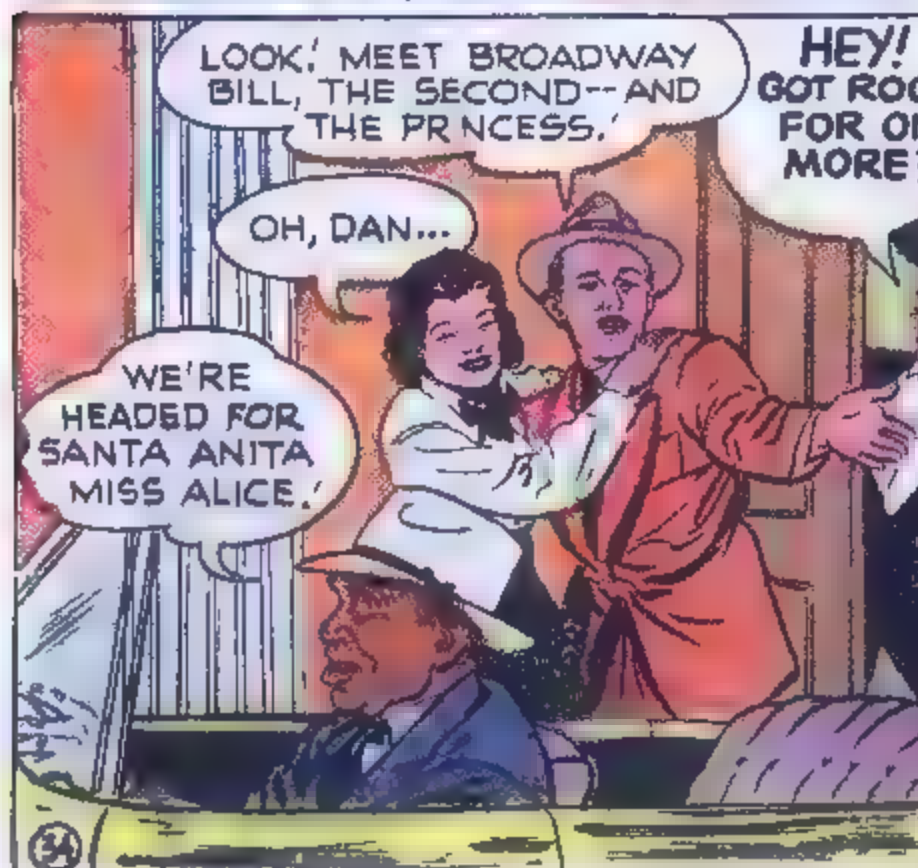
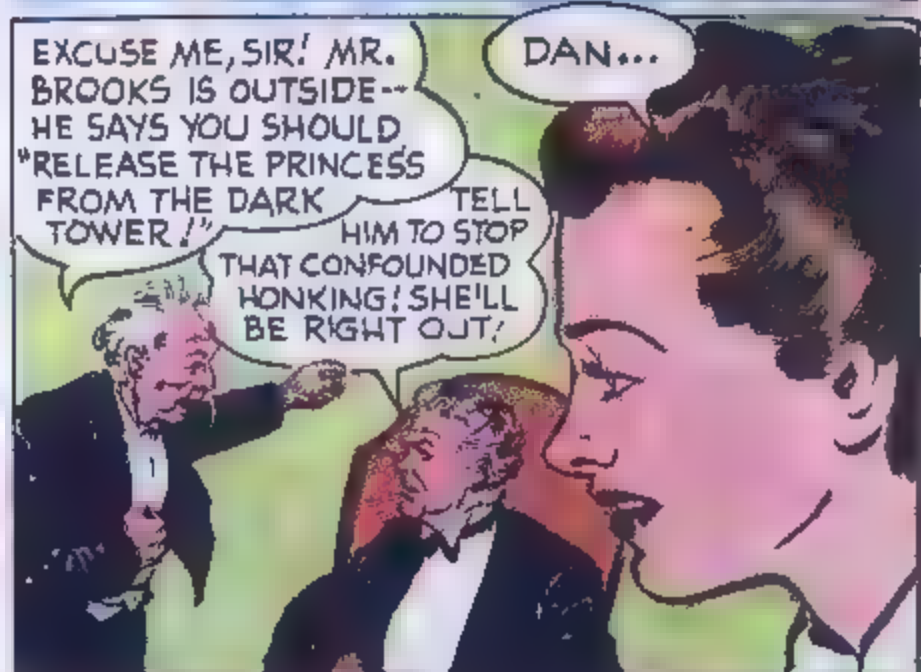
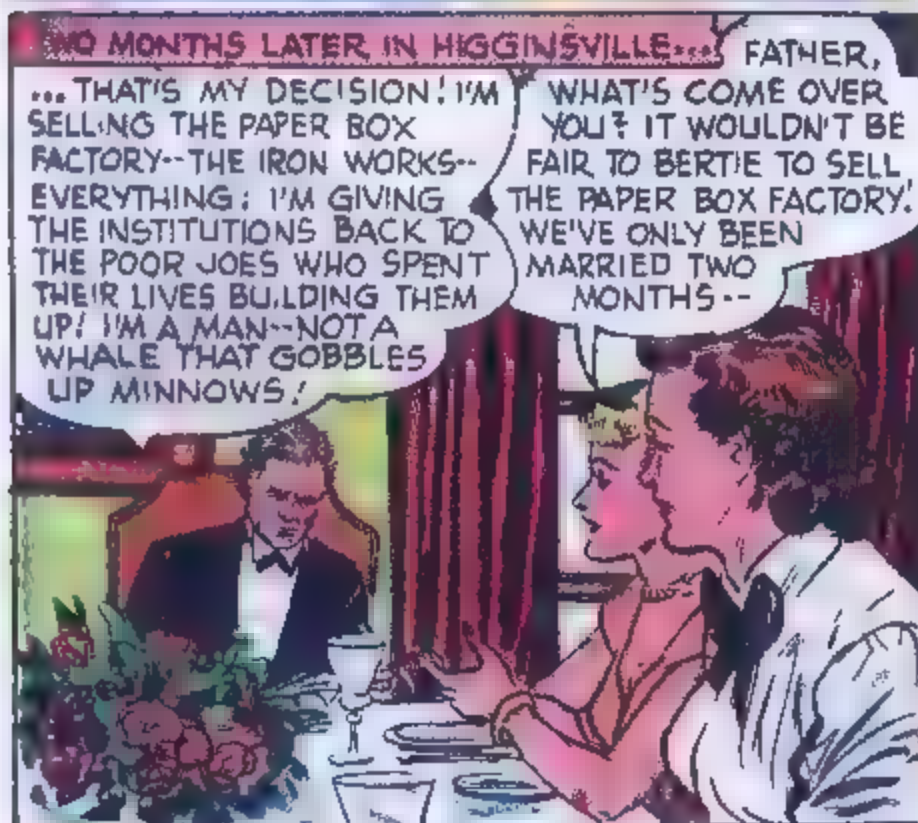
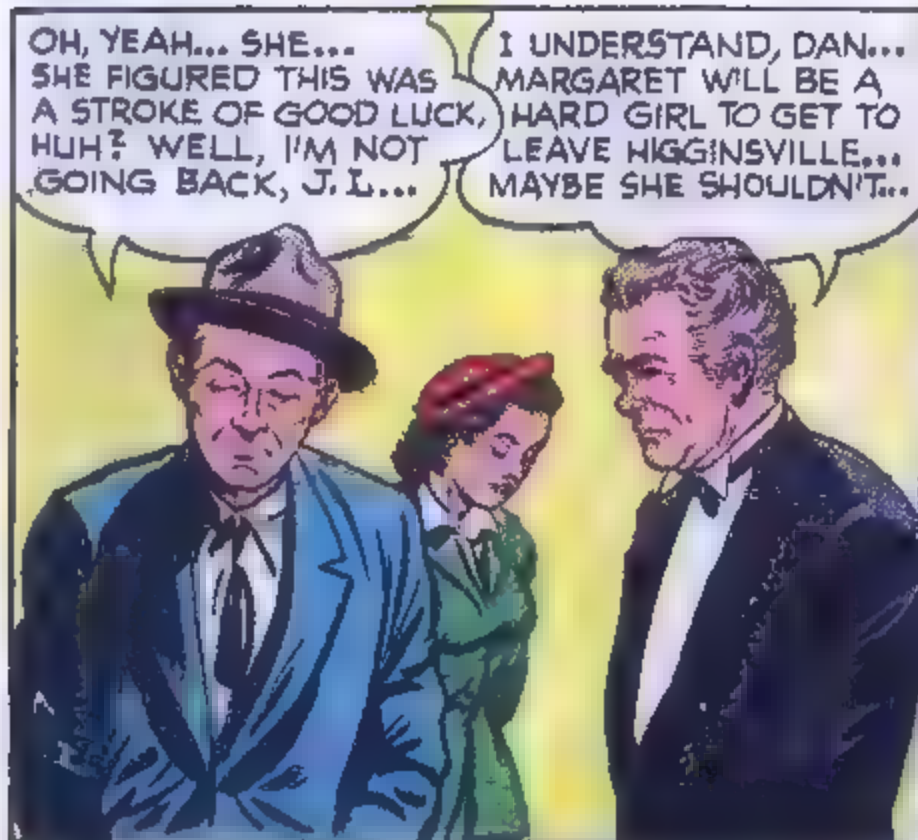
NO, SHE DIDN'T DAN!  
YOU SEE, MARGARET SORT  
OF COUNTED ON YOUR COMING  
BACK TO HIGGINSVILLE NOW  
THAT BROADWAY BILL--







# FEATURE FILMS





# STAMPEDE!

ANOTHER EXCITING 'R.C.'  
AND QUICKIE ADVENTURE

ADVENTUROUS 'R.C.' AND QUICKIE HALT  
THEIR TOUR OF THE FAMOUS QUEEN RANCH  
FOR SOME REFRESHING ROYAL CROWN COLA  
WHEN SUDDENLY A QUICK MOUNTAIN STORM  
HITS... LIGHTNING STRIKES!!

CRASH!

LOOK, QUICKIE!  
LIGHTNING'S  
HITTING NEAR  
THOSE CATTLE!

THE CATTLE ARE  
STAMPEDING!

YIKES!  
WE'RE  
TRAPPED!



QUICK AS A FLASH, 'R.C.'  
REACHES INTO HIS  
KNAPSACK FOR A LARIAT!



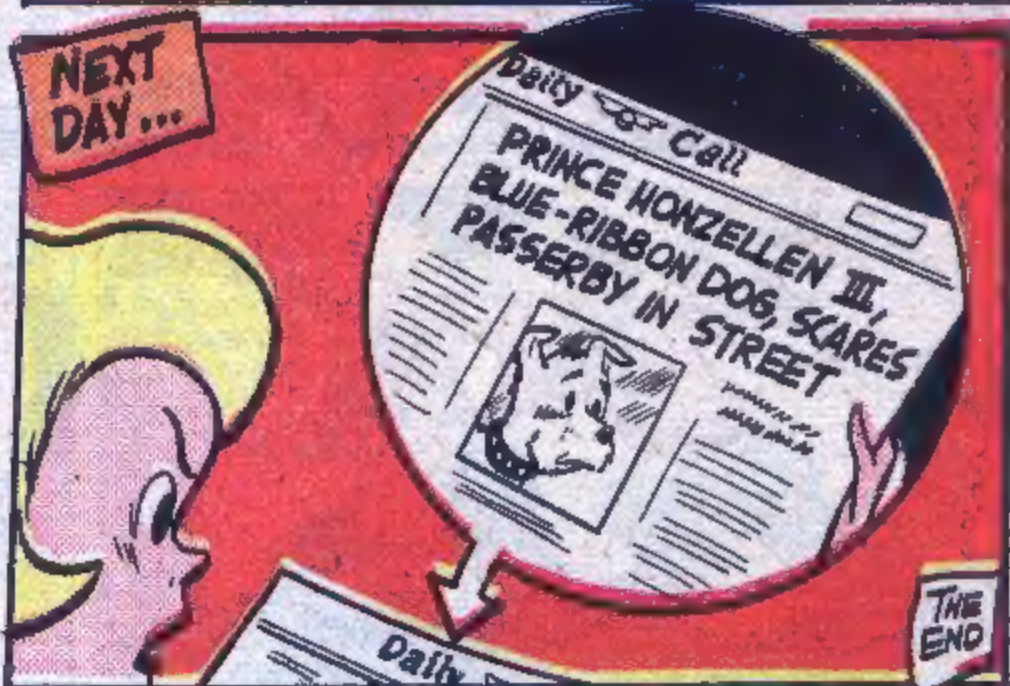
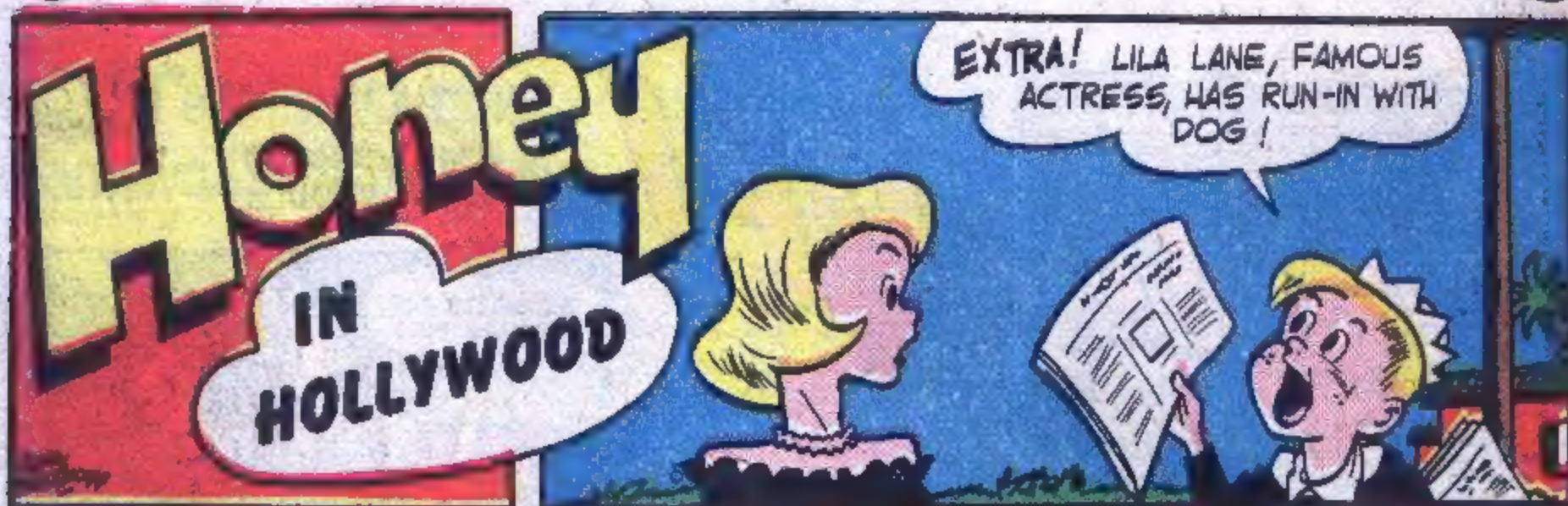
'R.C.' AND QUICKIE ALWAYS  
TAKE ROYAL CROWN COLA  
WITH THEM ON HIKES FOR  
EXTRA ENERGY! REMEMBER!







# FEATURE FILMS



ADVERTISEMENT





RED RYDER  
is America's  
Most Famous  
Comic Strip  
Cowboy!

Do not order B-B  
Guns or shot dis-  
cuss SEE YOUR  
DEALER (prices  
higher Rockies,  
West, Canada).

# EARN YOUR DAISY ...I'LL SHOW YOU HOW!

—Red Ryder

Let Red Ryder and Daisy show you how to earn money to buy a Daisy B-B Gun! Get your copy of Daisy's brand new **BOY MONEY-MAKER GUIDE BOOK**—just out. Read page after page of money-making tips—how and where to get sparetime jobs—how to keep track of your earnings—how to interest Dad in your plans—Red Ryder comic strip revealing how real cowboys earn their guns, saddles, spurs—many other features! **BOY MONEY-MAKER** (with **DAISY CATALOG**) costs only 10c plus unused 3c stamp BUT it may help you own a Daisy in a few days! So, if you're willing to work to earn a Daisy—order 'MONEY-MAKER' now—it shows you how. Mail coupon!

## SHOOT THE FAMOUS DAISY \*1000-SHOT RED RYDER COWBOY CARBINE

DESIGNED BY STEPHEN SKIDMORE, N.Y.

Looks, feels, handles like a real western cowboy's saddle gun! Carbine Ring with leather saddle thong attached. **RED RYDER**'s name, picture, horse branded on Pistol Grip Stock. Ask Dad to buy your Daisy Cowboy Carbine now at your favorite hardware, sports goods or department store. Only \$4.95.

NO. 111  
GUN ONLY  
**\$4.95**

SAY, PARTNER!  
COWBOYS EARN  
THEIR OWN MONEY  
TO BUY THEIR  
SHOOTIN' IRONS...  
WHY DON'T YOU?  
SEND COUPON FOR  
DAISY'S NEW  
BOY MONEY-MAKER—  
IT SHOWS YOU HOW!  
—Red Ryder



### GET THIS DAISY B-B GUN 'N SCOPE TARGET OUTFIT



NO. 111  
COMPLETE  
OUTFIT  
**\$7.50**

Outfit contains **RED RYDER** CARBINE with mounted **MAGNIFYING** Telescope Sight, Bell Ringing Metal Target, Target Cards, generous supply of genuine Daisy Bulls Eye Shot, Shooting Manual. Ideal for Father and Son target shooting. Complete outfit, only \$7.50 at dealers.

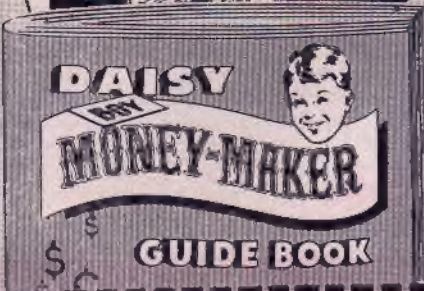
SHOOT DAISY BULLS EYE SHOT... TAILOR-MADE  
AT THE DAISY FACTORY FOR

# DAISY B \* B GUNS

DAISY MANUFACTURING CO., Dept. 1555, PLYMOUTH, MICHIGAN, U. S. A.



**MONEY  
MAKER with  
CATALOG  
ONLY 10c**  
Plus  
Unused  
3c Stamp



DAISY MANUFACTURING CO., Dept. 1555, PLYMOUTH, MICHIGAN, U. S. A.

☐ **BOY MONEY-MAKER GUIDEBOOK & CATALOG.** I enclose dime (10c coin) and unused 3c stamp for **MONEY-MAKER** with latest **DAISY CATALOG.** (Rush postpaid!)

☐ **128-PAGE HANDBOOK NO. 2 & CATALOG.** I enclose 10c in coin plus unused 3c stamp for your thick, 128-page, pocket-size **HANDBOOK** of comics, cowboy lore, rocket dope, how to build things, etc.—including latest **DAISY CATALOG.** (Rush postpaid.)

☐ **MONEY-MAKER, HANDBOOK NO. 2, CATALOG.** I enclose 25c in coin. Rush postpaid.

Name.....  
St. & No.....  
City..... State.....

Approved  
mailing



**New silk-finish enlargement, ivory gold-tooled frame**



*Sensational  
Offer  
Only*

**19¢** EACH

**FROM YOUR FAVORITE SNAPSHOT,  
PHOTOGRAPH OR NEGATIVE**

Send Any Photo For Beautiful  
5x7 Inch ENLARGEMENT On This  
SPECIAL GET-ACQUAINTED OFFER!  
Your Original Returned

Have you ever wished you could have your own favorite picture or snapshot enlarged like the pictures of Movie Stars? If you act now, you can make your wish come true. Just to get acquainted, we will make you a handsome, silk finish enlargement, mounted in a rich, gold-tooled frame with glassine front and standing easel back for only 19¢ each for the Picture and Frame, plus cost of mailing. Hundreds of thousands of people have already taken advantage of this generous offer, and to acquaint millions more like yourself with the famous studio portrait quality of our work, we now make this trial offer to you.

Think of it, only 19¢ each for a beautiful enlargement and frame you will cherish for years to come. Because of the sensational low price of this get-acquainted offer we must set a limit of 2 to a customer. So hurry—send one or two of your best photographs (either picture or negative) with the coupon below today. *Be sure to include the color of hair, eyes and clothing* for complete information on having your enlargement beautifully colored in life-like oils. **SEND NO MONEY!** Just mail coupon to us today. Include all information. Your original snapshot or negative will be returned.

**RUSH YOUR ORDER!** Your enlargement will be shipped direct from our Hollywood studios!

**SEND NO MONEY! Mail Coupon Today!**

**IMPORTANT!—DO NOT ENCLOSE ANY MONEY  
to Receive Your Beautiful New Silk Finish  
ENLARGEMENT and Ivory Gold-Tooled Frame**

Here's What to Do:—**SEND NO MONEY!** Just send us a snapshot, photograph or negative of your favorite picture. Mail with the coupon. Accept your beautifully framed enlargement when it arrives and pay postman only 19¢ each plus small mailing cost for picture and frame. If not completely satisfied, return the enlargement within 10 days and your money will be refunded. *But you may keep the frame as a gift for promptness.* Limit 2 to a customer. Original snapshot or negative will be returned. **NOTE:** *Be sure to enclose color of hair, eyes and clothing* for complete information on having your enlargement beautifully hand-colored in oils. Rush coupon with photo or negative today before offer is withdrawn.

HOLLYWOOD FILM STUDIOS, Dept. 7901-A  
1227 Loyola Ave., Chicago 26, Ill.

Enclosed find \_\_\_\_\_ snapshot or negative.  
(Specify number, limit 2)

Please make \_\_\_\_\_ Enlargement and Frame.  
(Specify number, limit 2)

I will pay postman only 19¢ each for Enlargement and Frame, on arrival, plus mailing costs, on your 10-day money-back guarantee offer.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ( ) STATE \_\_\_\_\_  
(State)

Fill out description below. Mark back of picture 1 and 2.

COLOR—Picture No. 1

Hair \_\_\_\_\_

Eyes \_\_\_\_\_

Clothing \_\_\_\_\_

COLOR—Picture No. 2

Hair \_\_\_\_\_

Eyes \_\_\_\_\_

Clothing \_\_\_\_\_